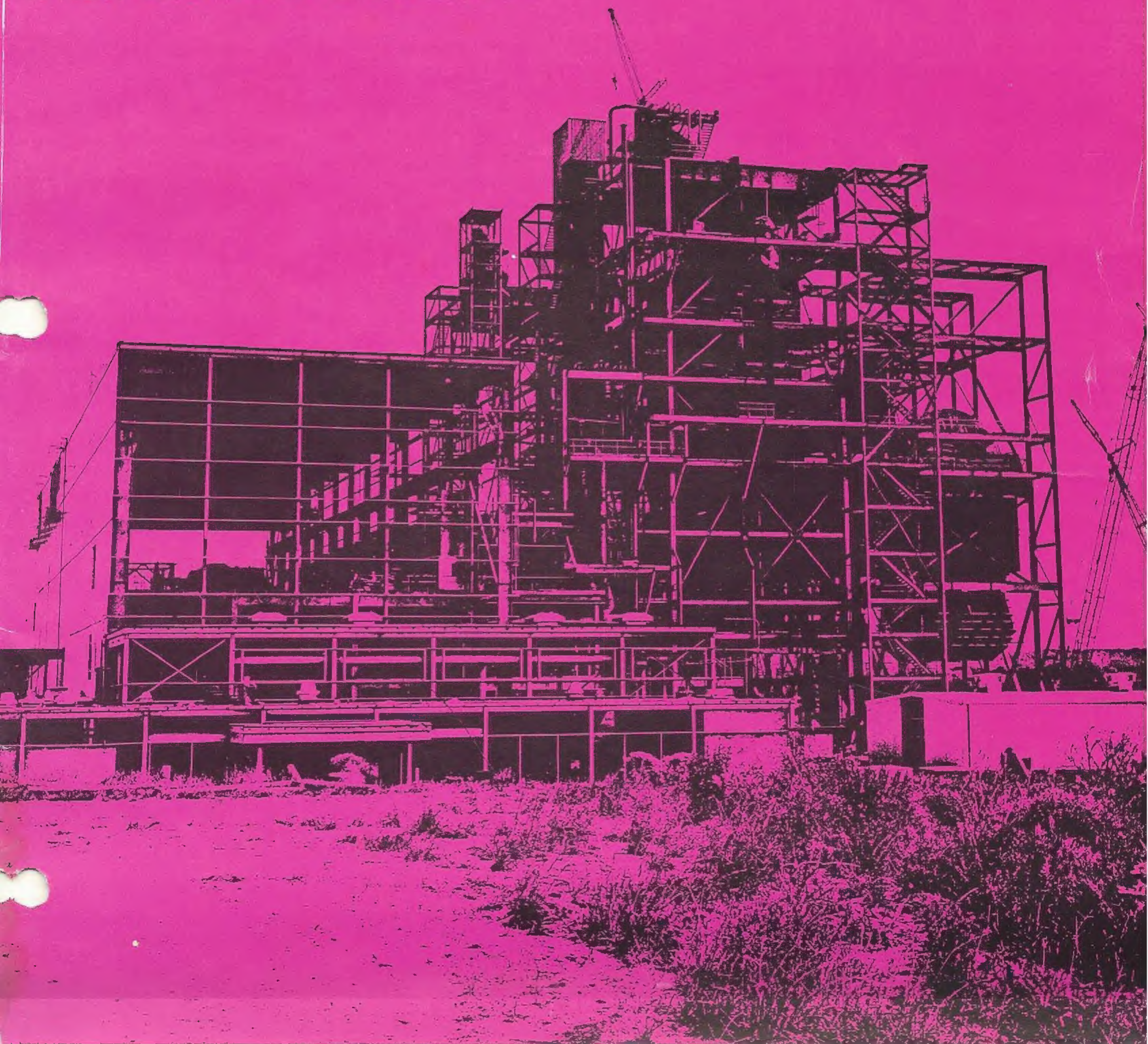


Plain Talks

&  News

JANUARY, 1970

A NEW DECADE OF CHALLENGE



HAPPINESS IS 1970

Happiness can be contagious and in 1970 we hope to start an epidemic. In the past decade, our personalities have been geared to sadness and violence as a way of life. It is time to put an end to these frustrations.

Smile and your environment will be happier. Enjoy your friends, laugh at your world and you will feel better for it. Be aware of life around you and take full advantage of the humorous happenings that allow you to release your tensions and anxieties.

1970 can be a fun-filled year for you but you must plan ahead. The joy of living is created by positive thinking and self-analysis. Let's welcome back our long neglected friend, Happiness, and share with others the excitement it can bring you.

We on the PLAIN TALKS staff hope to do our part in adding humor to your life. You will have cartoons, contests, fun articles and can join us as we explore interesting places that will broaden your life and enrich its meaning. Smile, and let's all "Switch on the Seventies."

—L.S.

News Briefs



PLUS PERFORMERS PROGRAM ANNOUNCED

Our System Sales Department has announced a new incentive program for 1970 to motivate sales of electric products. The program will include all GSU employees including sales personnel and the electric dealers and their salesmen. Sales performances of these groups will be rewarded in "Plus Performers" prize points, which may be redeemed for merchandise or travel.

The GSU Plus Performers sales awards program will be administered by the E. F. MacDonald Incentive Company of Dayton, Ohio. It is being initiated as a year-long program throughout 1970, and with a view toward its continuation in 1971. The program will start February 1.

More details on who is eligible and what prizes one might receive will be carried in February's PLAIN TALKS. In the meantime, watch your mail as a catalog containing information on the program will be mailed to your home shortly.

NAVASOTA TO SEE GROWTH

Robert E. Long, district laboratory engineer for the Texas Highway Department, spoke recently to the local Kiwanis group in Navasota regarding future highway development in the area. He predicted that the Highway 6 loop around the eastern edge of the city will attract many new businesses for the Navasota trade area.

PLAIN TALKS CORRECTS ERROR

We are sorry for our error in the December, 1969, issue regarding the United Way campaign. The article stated that our Port Arthur office employees had the highest average contribution with \$27.06 per employee. But, as pointed out by Mr. Kenneth Jumel of our Payroll Dept., the Beaumont area employees had the highest average contribution with \$55.00. A total given of \$33,807.76 which includes the main office building, Neches Station and service center employees. Congratulations to the Beaumont area employees and to everyone in our company who gave his FAIR SHARE contribution.

CIGARETTES CAUSE HARM

In Great Britain at least, the lethal hazards of cigarette smoking have been plainly spelled out. According to Sir George Godber, the U.K.'s Chief Medical Officer, the habit "is the largest single avoidable cause of death in Britain now." In the U.K., reports Sir George, cigarette smoking causes 9 out of 10 lung cancer deaths, 3 out of 4 from chronic bronchitis and 1 in 4 deaths from coronary heart disease.

GAS RATES INCREASE

The Louisiana Public Service Commission granted our company a \$502,238 increase in its rates for furnishing natural gas utility service to 66,700 customers in East Baton Rouge Parish. The increase is based on a 12-month period ending April 30, 1969, and becomes effective Feb. 1, 1970.

The adjustment will mean an increase of about 1.9 cents a day, or approximately 57 cents per month, for the average residential gas customer. The increase order was issued after a hearing in which our company cited the rising costs of materials, labor, taxes, purchased gas for resale and record high interest rates as reasons why the increase was needed.

KILOWATT USAGE SEES INCREASE

As of December 31, our company was serving a total of 313,661 customers which was an increase of 6,604 from the beginning of 1969. The average "kilowatt per hour" consumption per customer was 8,602 which marked a 950 increase since January 1, 1969. Two districts topped the 10,000 average KWH consumption mark, those being Vidor and Mid-County. The National Average KWH usage per home customer as of October 31 was 6,492 KWH per year, while our company's average was 8,530 per year.



Sixty years ago the Nation's largest youth organization, the Boy Scouts of America, came to America. Accordingly, this anniversary will be observed during Boy Scout Week, February 7-13. Many Cub Scouts, Boy Scouts, Explorers, and adult leaders and their families will join six million other BSA members in a series of special events and ceremonies to mark the occasion. Happy Birthday, Boy Scouts!



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OUR COVER: The shadows of growth are illustrated by the outline of our Lewis Creek Power Station in Conroe. It is the symbol of the changing 1970's.

Page One

THE CHANGING 1970's

Where are we going?

All of you are working to meet this challenge and as we enter a new decade it will be increasingly important to predict our future accurately. Our growth over the next ten years will continue to accelerate. Sometime in 1970, we expect to have a total plant investment of one billion dollars. And in line with our seven year cyclical pattern, we expect to double this size — that is, pass the two billion dollar mark in 1977. In 10 years, we expect to see operating revenue in the area of \$430 million, with an associated net income of approximately \$81 million. The figures and statistics are staggering. To interpret some of this data and tell us some of the upcoming changes in store for us in the decade of the 70's, we have turned to key personnel in our headquarters office. These men have the "know how" and the talent to discuss the era ahead. But, to accomplish our challenging goals will require renewed spirit. A spirit as exciting as the 60's but with more dedication. It will be a newness as never known before. It will be THE CHANGING 1970's.

Ray Clausen



Q. What are the goals you have set for 1970?

A. The major goals of the Engineering-Planning Department will be to develop the expansion of our system's transmission network, to be able to handle the estimated load increases during the next decade at a minimum cost of construction. This is always an important point in planning a system; however, due to the extremely high cost of money and our ever-increasing construction budget, we feel that an even greater emphasis should be placed on assuring that we receive the maximum use out of every dollar spent.

Q. Do you have any ideas for reducing the cost?

A. More detailed planning farther into the future and greater emphasis on long-range studies, we feel will help. Also, improving our ability to estimate with greater accuracy could be a great help. This would mean that we would not be asking management to obtain funds in greater amounts than the actual costs. Better scheduling methods will enable us to smooth out our construction program and hopefully smooth out our cash flow in the process.

Q. Do you involve transmission in your department in any way?

A. Yes, the Planning Section has the responsibility of developing the transmission network for our system. This involves such things as determining the general route, the voltages involved, the carrying capacity of the line, and the preliminary designs to be used in estimating the facilities.

Q. What effects will the current public attitude toward business and its general involvement in the community and environment have on GSU?

A. The 70's will see us utilizing more beauty in the transmission line design, substation design, and I don't feel that our company contributes to the air pollution situation; natural gas is a pretty clean-burning fuel. One of the problems we are concerning ourselves with more than any other is the thermal pollution of water bodies. We work closely with state and federal agencies to be sure that our use of valving water does not adversely affect river and lakes where we operate.

Q. Do you have any general predictions to make for the 1970's?

A. During the sixties we've seen quite a bit of change from a system design standpoint. In the past, it was rare indeed to see Gulf States install a steel tower in any form or fashion. Recently, we've built entire lines out of steel and we feel like we've done it and been able to show that over the long term, the economics are there to justify the steel towers. Our design section has come up with a steel pole design, that under certain circumstances has proven to be more economical than the wood poles. We've seen a number of changes and I think that during the 70's we will see more. By 1980 we will be serving a system load of nearly four times the load of today. To do it, we'll have to build a system almost twice that of today's system transmission line. During the sixties most of our major load growth, large industrial load growth, and large commercial and residential load growth was in our Baton Rouge Division. Present indications are that this will shift more to the western end of our system. During the seventies, I think that our Western Division will experience one of the highest rate of growth of any division, percentage wise.

Q. Have you made any New Year's resolutions for yourself?

A. I guess everyone will make some New Year's resolutions, then turn around and break them the next week, but I haven't really sat down and thought about it that much. I'm just looking forward to the new year hoping that it's going to be as good or better than the last.

Director
Engr. Planning

Jim Derr

CONSTRUCTION ENGINEER

Q. What type of changes, advancements or goals do you see for your department during the 1970's?

A. In terms of the Louisiana end of the system, we think very seriously that we will be faced with the necessity of converting some of the existing units to fuel oil burning and probably the newer units, as we add them, may have to be fuel oil capability boilers; whereas, the units we've been buying up to this time have been gas-fired. During this decade of the seventies, we feel that we will be seriously looking at this fuel oil problem. Along with that, it won't be surprising, in the latter part of the seventies, to see the possibility of a nuclear plant in Louisiana. In terms of size, our last several units have been in the 580 megawatt range; the two units we have under construction right now are the same size. The unit we have planned, which we call Unit X, which goes into commercial operation in the fall of 1973 is also 580.

Q. Unit X, where is Unit X?

A. Well, it will conceivably be added to the west end of the system. Unit Y which is the 1974 unit, is also designated as a 580 mw, but it hasn't been definitely tied down as to whether it will be super critical or if we'll go back to the drum type. Unit Z will be a 1975 commercial operation and we have a letter of intent now for a 750 megawatt unit. Z conceivably will be on the west end of the system, while Y would go to the east end of the system.

Q. What do you mean by Super Critical?

A. Super critical means that the pressure at the turbine throttle is 3500 pounds. It means that we passed through a pressure range, in steam pressures, where the volume of the steam and the water reach a point where they are identically the same. And thus, it goes through what we call the super critical point.

Q. What can you predict for the electric utility industry in relation to your area of responsibility?

A. We see that our units are growing larger. This same sizing problem will take place throughout the industry in general. In fact, we were just looking at the pricing catalog from General Electric, noting that they are now quoting prices on units up to 1,300,000 to 1,500,000 kilowatts. These larger units are normally what they call a cross-compound machine. This means you have essentially two turbines, each on their own shaft, sitting in a parallel configuration. We have none of these operating on our system, and conceivably we never will have any, because there are found most appropriate for use in that part of the country where your cooling water is low in temperature year 'round, where you can pass it through the condenser in the first unit and it would still be cool enough where it could go in series through the condenser of the second unit and still produce an acceptable cooling effect in it.

Q. Are these also fired by fossil fuels?

A. Yes, conceivably so. TVA is putting in some units at a little over the million category; they are using both types there, fossil fuel fired and also they are putting in two and possibly three nuclear units which are in this 1000 megawatt or million kilowatt category. Again, in terms of our system, since we're getting into these larger units, and our system load demand is growing, and getting back to the reference of a possibility of a nuclear unit in the latter part of this decade, at that time we may be faced with the necessity of installing some type of peaking unit.

Q. What is the outlook of fuels for our generators in the coming year?

A. There is still quite a large reserve of coal in the country; but TVA and possibly some other companies have had to face up in just this current year that there aren't enough railroad cars available to move the massive tons of coal that they need. Since there looks like there definitely will be a shortage of gas, and since we are predominately a gas-burning utility, we have to face up shortly to either fuel oil or nuclear.

Q. What effects will the current public attitude toward business and its general involvement in the community and environment have on GSU?

A. If we convert to fuel oil, we would almost surely have to face up to taller stacks to get the stack emission up to a higher altitude. Nuclear, granted, any type of nuclear unit, you will have more heat rejected to your circulating water. The reason for this is that nearly every nuclear unit that is operating today, is operating with a throttle pressure of somewhere in the area of a thousand pounds or less. This means that you get less work out of each given pound of steam you run through the front end of a turbine. So still providing large generators with massive generating capability, you have to use larger turbines with more steam. This means you have more steam in the condenser, more heat rejected to your circulating water.

Q. The main problem then with nuclear is the thermal problem, in other words the heat of the discharge water?

A. Well, yes. The way we see it, we are faced more and more with our dealings with the various water body agencies and water boards in both states, so we have to give them considerable information on the means we're taking to cut down on water pollution. I was reading an article in *Electrical World* where someone was making a survey, contacting executives in the utility industry, as to their thoughts on what was facing the industry on the coming decade and the years ahead and one particular question they posed to them was, "If you could have one wish of something that would help you out in your problems of the future, what would you like to have?" And the vice president of one of the Florida utilities said if he could have his wish, he'd like to have an iceberg, floated down from somewhere in the North Atlantic to off the shore of Florida and tie it off outside his power plant, and use the water as it melted to dilute effluent from his plant, lower the temperature and therefore help out with his problems of thermal pollution and better his relationship with the local authorities.

Q. Do you have any general predictions to make?

A. It seems we're going to have to face up to a considerable longer time in planning and in the construction period of these units. We are involved to a large extent with communication with water quality people and subject to, not only meetings with them, but meetings with

the general public so that the general public can air its questions and its problems. Lead time with a nuclear unit has to be extended. In other words, if you want a unit on the line say in 1978, you'd better do some serious planning either 1971 or 1972. This means that if you're spending 50 to 70 million dollars in 1978, you have to start figuring in 1971, or somewhere in that area, how you're going to spend it.

Q. The whole area of construction in the development of power plants has become immensely more complex than in the last few years?

A. Right. And as you know we have had considerable labor difficulties along this Gulf Coast. As a result when you plan to build a large unit, additional time allowance should be made for work stoppage due to labor problems. Construction time of 36 months plus 12 months for engineering are required for an extension, or a total of 5 years for a new site.

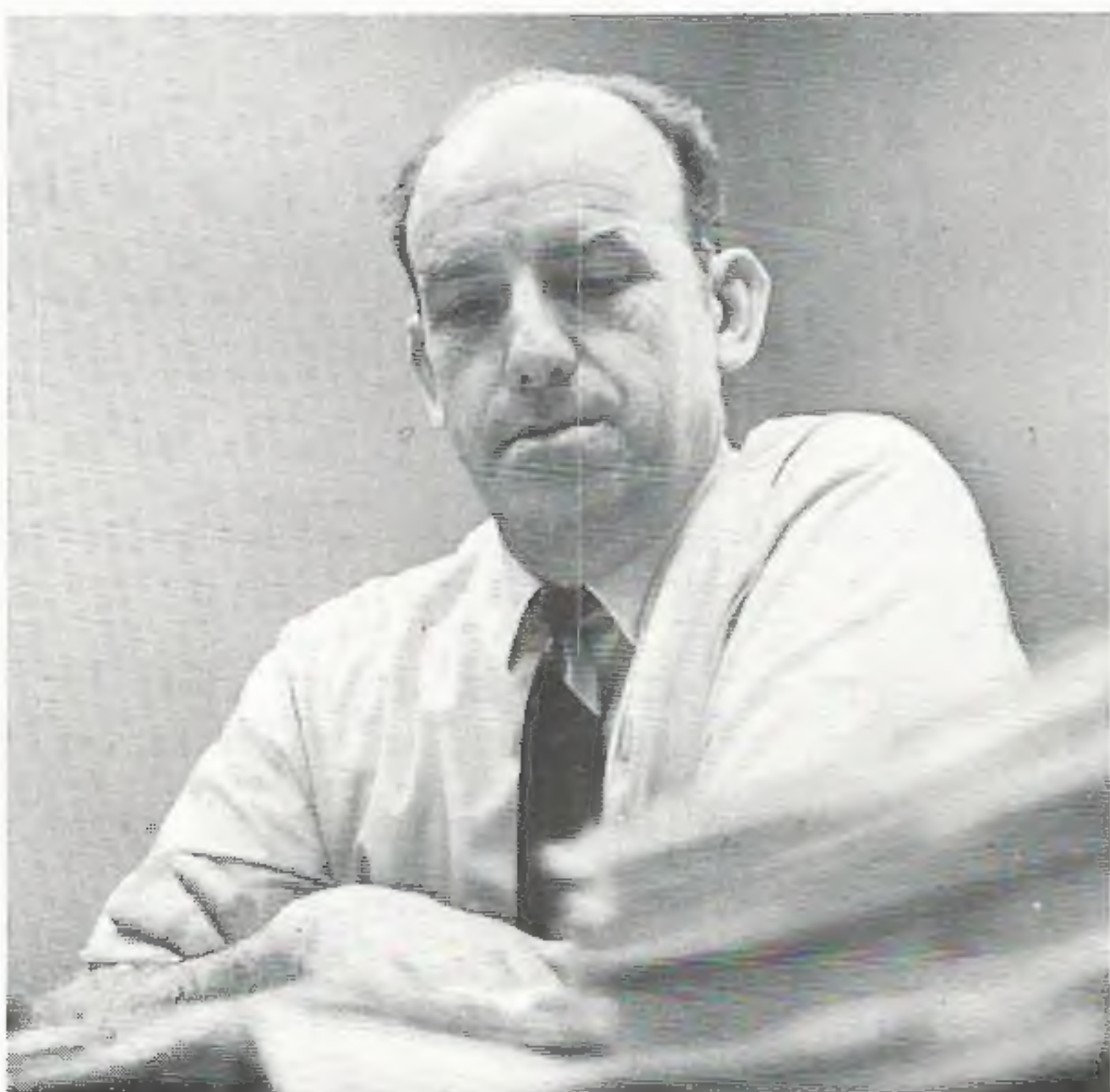
Q. How are we doing at Lewis Creek, in the development of the plant there; and do you foresee any additional units besides the two that already planned for Lewis Creek in the 1970's?

A. The planning was that we have two initial units of 265 megawatts each for a total of 530, and conceivably add another, say a 450-500 megawatt, and that would use the capacity of the lake. Long range planning was that we would not need the extra unit until somewhere in '77 or '78, which would be Lewis Creek No. 3.

Q. Did you make any New Year's predictions or resolutions?

A. Well, I'm afraid I'm going to have to fall on my face there. The only prediction I could make, and I think I'd be pretty sure of it coming true, is that the seventies are going to be a busy time, both in Gulf States as a whole and in the Construction Department.

Speaks for the Prod. Department



Aubrey Sprawls

DIRECTOR, RESIDENTIAL
& COMMERCIAL SALES

Q. What type of changes, advancements, or goals do you see for the Sales Department during the 1970's?

A. Let's break your question into two parts — residential growth and commercial growth with residential first. One of the big things we see that needs to be done, not only from our viewpoint but, for which the market is ready, is a considerable improvement in home lighting. Higher intensity is one thing, but just more effective lighting in the home is another. And there are many problems to solve to achieve this. One of the things that happens now is that builders, speculative or building for someone specifically, usually allot a percentage of the total price of the home and land for lighting fixtures. This is routine. You have to break this barrier of approximately 1% to further improve lighting quality. We'll see more lighting outside the homes as we move through 1970, not only for safety but for looks. One of the things we don't normally think too much about in the home is various types of motor loads. Refrigeration, of course, is good revenue for us. They are items that the public is demanding, but I think we'll see more motor loads automatically opening and closing doors, not only garage doors as we see them today, but all doors. I think probably we will see more electrically-operated security systems. I'm talking particularly about exterior doors and windows. Another problem that we have in a home, as well as in industry and throughout our society, is noise. I think the industry will be looking towards developing quieter operating equipment, whether it be central heating equipment or refrigeration or whatever.

Incinerators and compactors for garbage are a must. I don't know that they will come right here in our area in the 1970's, but individual home waste disposal is something that will develop. Various companies already have both incinerators and compactors on the market for use in the home today. Another device that has been developed recently is the battery-operated lawn mower. One of the hang-ups we've had with electrically-operated lawn mowers is the fact that you must have a cord, and it is somewhat difficult to handle when you have trees and obstructions in the yard. Probably we'll see many more electrically-operated cars. More equipment in the home will be electrically-operated through rechargeable battery service. And, of course, we sell the service to charge the battery, usually during off-peak periods at night. This will be enlarged to include hedge clippers, edgers and many other electric motor powered items.

Sales Department



I think before the end of the 1970's the dishwasher as we know it today, will be fading out of the picture, in the sense that if we don't go to disposable dishes for routine eating, we will have the dishwasher that is waterless. We will be washing dishes by electronic waves to get rid of the dirt and to sterilize. This can be done I think, too, with clothes washers to an extent, although I don't know how far along they are in researching this. But with dishwashers, it can be done today.

The second half of our discussion might concern the commercial building as we know it. This is an area that should be divided into small buildings and large buildings, both prefab as well as those constructed on site. We are making good headway today in getting commercial structures totally electric. Right now in new construction system-wide, we're getting about 40% of the business. This is in new building starts. I would think that by 1973 we'll be obtaining up to 60% of the new business. Hopefully we'll be getting 50% of the square footage by that time also, because the total electric building is something that is easily maintained and serviced. We'll find higher lighting intensities in office buildings and shops. We have a long way to go to raise the average foot candle level in these commercial buildings up to what the IES standards are today. I think we will see a lot of automatically controlled equipment in the buildings, even more than we have now. One thing that's applicable to both residential and commercial is underground electrical service. It's certainly just a matter of time before we'll be seeing a high percentage of this type service. And, if we can get the cost for overhead to underground about even, we'll be putting as much of the new lines and material underground as we can.

Q. Aubrey, you mentioned some exciting things for the 70's, I was wondering what role GSU is going to play in bringing these exciting new innovations into reality?

A. The so-called innovations are with us today, but they must be further developed. What we really need to concentrate on is better training for our sales people. This is through the use of technical devices as well as information. In doing this we can develop a more comprehensive incentive program for GSU personnel. When I say personnel, I'm talking about across the board, not just sales personnel. If we can get all or most GSU employees to live with the total electric concept, we will have gone a long way.

Q. What effects will the current public attitude toward business and its general involvement in the community and environment have on GSU?

A. When we talk about environment, I'm particularly concerned about two things: One mentioned earlier is noise level. The other matter which I have been interested in for sometime is overhead vs. underground service distribution opportunities. In the residential-commercial sales group we can have a definite influence in getting the public educated, shall I say, to the point of really desiring underground service.

Q. Having the wires overhead will make the community more beautiful?

A. Right! Towns or cities here in the United States such as Boulder, Colorado, that city is far enough away to discuss, have insisted that one of the major attractions they have to sell the public is beauty.

Q. Do you have any general predictions to make for 1970?

A. The project I'm particularly interested in this year is to make this residential-commercial sales program the most effective load building program possible. Also to achieve results and make it so that we have all Gulf Staters pulling together to make sales. We must sell and keep growing. Growth is essential in any business. I'm convinced that the sales groups — be it residential-commercial, industrial, home service, advertising, you name it — have to make this a productive sales program in order to get goods on the line that will use more kilowatt hours. It's just that simple. As we sell an item and get it on the line today, that revenue dollar today is worth more to us than that dollar tomorrow. GSU has to sell to stay healthy.



New Western Division Office, Conroe (under construction)



Norman Head Director Rates & Depreciation

Q. What do you foresee in 1970 and the decade ahead for the Rate and Depreciation Department?

A. I'm not too good a forecaster of the future as, most of the work in the Rate Department is done as an after-the-fact sort of thing. If inflation continues as it has for the last year, there is a possibility we'll have to adjust rates in the seventies. If we don't have inflation, then, of course, we may not be faced with any adjustments. So, it just depends on what happens. I think the present administration is doing a lot to keep down inflation. We presently have asked for an increase in our gas rates in Baton Rouge and this has been taken under advisement by the Louisiana Public Service Commission. (See News Briefs)

Q. Will the 1970's see an increase in our gas rates to our Baton Rouge customers?

A. I don't think there is any doubt about the gas, because there is a shortage of supply and the price of gas is moving up. Gas is not a growth sort of business like electricity, and if the last 10 or 15 years hold for the future, then I don't think there is any doubt but what the gas prices would move up. Now we would hope that electricity could pretty well hold its own if inflation is at a very nominal level. So on a comparative basis, I would think that gas rates will move up faster than electric.

Q. You mentioned that the Rates and Depreciation Department is sort of an after-the-fact operation. Could you expound upon this and explain why this is the case?

A. Yes, when you go in for a rate change, then you have to pick out a test year and this is usually the most current period of time that you have available of the statistics that you have so this is an after-the-fact sort of thing. You established your revenue for the test year, your operating expenses, your book depreciation, your property taxes, your Federal income taxes and your cost of money and all the other components of cost, and you go in and say this is what it has been and we feel that in order to attract capital to our business that we need an increase. So, you're not dealing with supposition of whats to come in the future, even though the rates are set for the future. You are dealing with what has happened to you in the past. This is the regulatory lag that utilities have been living with in the past and will continue to live with in the future.

Q. Well, do you use any kind of business projection or forecast for the future at all?

A. You do your best to project something for the future, but the main thing they consider is what you have actually done during the test period. If there was something that were going to happen in the next year or the year after next that you knew was going to significantly lower your cost or increase your cost and you could prove it beyond a shadow of a doubt, then you can make adjustments for that, and they will allow this, but normally your projections are based on your judgment of what you think is going to happen. The last general rate increase that we've had in the electric rates was in 1952.

Q. So for the last 18 years there has not been a general rate increase?

A. We have made selective changes in rates from time-to-time, but they have been primarily reductions. Then, in 1952 we had the Korean War and the cost inflation at that time had pushed things up and we went in as an after-the-fact sort of thing and got an increase. Of course, even then, we had to prove our case before the Public Service Commission, and they denied our request without good cause so we took it to the Louisiana State Supreme Court and they approved it.

Q. Do you foresee anything else in the electric industry for the seventies in general?

A. Well, I think that with pollution being the problem that it is and one of the main pollutants is your gasoline-driven automobile, I think that within the 10-year period that someone will come up with an electric automobile that will have the characteristics that the people require and possibly it will be a car that will get its power from the highway in some sort of fashion.

Q. It's New Years and you might have made some resolutions would you mind sharing them with us or have you broken them already?

A. I have from time to time made resolutions and they usually don't last too long. I really didn't make any strong ones this year.

Ward McCurtain, Asst. Treasurer

Q. What do you see in the 1970's for your department?

A. Well, I see a continuation of what has happened during the late 1960's. Local taxes are growing at a more accelerated pace than Federal. Right now we're trying to interpret the 1969 tax reform act. It actually is tax revision rather than tax reform. Closely related to this tax reform idea is the inflation fight. I believe the Administration (Mr. Nixon) is making great gains. I read recently where Mr. Nixon thinks that to have a balanced budget for the forthcoming fiscal year, he may have to raise taxes. As far as taxes in our own company, I don't think they are going to be greatly affected by the 1969 law. The major change is the loss of the investment tax credit. This won't affect our '69 income tax appreciably, but it will have its effect on our 1970 income tax and will be offset partially by the reduced surcharge. As I mentioned earlier, our local and state taxes will be more of a problem, especially in Texas. In Louisiana, unless there is a great change in their philosophy, our taxes will stay fairly constant.

Q. With the coming decade, we will probably have more involvement in air and water pollution programs and the general attitude of public toward business will be changing and maybe bringing the necessity for new taxes in these areas. I was wondering if I could get a few comments from you on this and what you foresee in this area.

A. People have considered utilities in a somewhat different light than other industry for many, many years. I suppose this is because they pay the utility a regular monthly bill and somehow associate themselves with utilities and think they themselves are a part of the utility business. Perhaps they think they are owners. This is not necessarily bad, but people expect more of a utility than they do of many other industries. All industry is now involved with good housekeeping. The public expects the utilities to beautify their equipment, their installations, and they expect the utilities and other industries to keep the area clean and to keep the water as pure as it was when it was first used. All in all, I would say that the public's attitude toward business is becoming more of what it has been in the past toward utilities. Even if the public wasn't interested in pushing industry toward beautification, I think that the electric utility industry should concern itself more with this item. Each of us will be here about 70 years and there is no sense in leaving the

place uglier than when we came. I don't think we need to spend millions of dollars to make a utility item beautiful, but we could spend a small sum to make our structures blend into the environment. As far as air pollution goes, we don't seem to have this problem to a great extent, but we're not immune, it could happen to us. What we do have is water pollution and I think that it is a sin against nature. I'm of a capitalistic mind and I appreciate making money, and I can see why all of this pollution has happened, but I don't think it has to continue. I don't know the answer, but water pollution has gone on now in our country almost since its inception. And if we don't correct this situation and also air pollution, you and I and the rest of us will be sitting here in a garbage pit, perhaps with beautiful immediate surroundings, but overall, it will be a cesspool and you and I will be somewhat to blame.

Q. I know with tight money the Nixon administration is trying to halt inflation and people crying there's going to be a recession coming up; what are your feelings about tight money, recession and inflation? Do you want to make a prediction on what's going to happen?

A. Well, I don't have a crystal ball, but you know that President Nixon made a campaign promise to fight inflation and he is doing just that. He is running a terrible risk of being a very unpopular president. A lot of people like a little bit of inflation. I think such people confuse progress and economic growth with inflation, which doesn't add to purchasing power, but decreases it. Mr. Nixon is willing to risk becoming unpopular and losing the votes of some segments of the population if he can do this country a great service economically, by turning inflation around and putting our economy on a sound basis where a dollar is worth a dollar. This cannot be done without inflicting pain on some of the population. Inflation and tight money have caused interest rates to rise. The prime rate is sitting at 8½ per cent. No one knows if it will continue to rise. The utility bond market has soared. I understand one small utility recently issued bonds with a coupon of over 10 per cent. When Mr. Burns goes in as the head of Federal Reserve System about the 31st of January, he will relax the tight money situation. Mr. Nixon is making inroads in his fight against inflation. He should make greater gains in 1970 than he did in 1969. Already during his administration our country has experienced one of the greatest fiscal turn-arounds in history. If you didn't keep your eye on it, it might have slipped by unnoticed. You may recollect that the Johnson administration left the country in a deficit position. I can't give you any accurate figures, but we were running 10 or 12 billion dollars in the hole each year and now the Nixon administration, for the first year of operation, is looking at a 5 to 10 billion dollar surplus. This is a drastic change. It is a great improvement and naturally many people were hurt during the transition.

Q. Do you foresee a recession by 1971?

A. No, I don't see a recession. I see a greater leveling off than we have had in the past. I see greater unemployment. Mr. Nixon would probably like to see wages increased slightly and he would like to see the gross national product continue to grow. However, I think that we will have stability and a slackening in the rate of Gross National Product growth.



Q. Do you see any changes in the operation of the electric utility industry in general during the 1970's.

A. I think probably the major change in the electric utility industry will concern the widespread use of nuclear fuel. It is going to provide a tremendous impetus and I hope that we might begin to build our own plant even though it might not yet be as economic to generate using this method. I would like to see Gulf States maintain its position as a utility pioneer. We are considered to be one of the stronger, more progressive utilities, especially in electronic data processing. But we can't rest on any laurels that we might have garnered and I would recommend that we look into other diverse fields where we can invest our money and our talents and show a profit and also give an assist to our communities. Diversity is not a new thing to an electric utility. One of the reasons for diversity is, of course, profit. The other is to assist the communities where we operate. We have many cities that are in need of our help, none having a greater need than our own general headquarters city of Beaumont, Texas. We don't have sufficient money to overhaul the downtown area, but there is one thing that downtown Beaumont lacks that has to do with electricity. While I have to go pretty far afield to make that connection, it is there nevertheless and that is the need for a first-class downtown restaurant. The connection I make with the electric utility industry is that it would be publicized electric cooking. The lighting would be first-class and we would capitalize through publicity on the fact that this was an all-electric showplace. I think we are here to make money for our stockholders, to provide a good service that's worthy of the charge that we make for it and to keep our employees gainfully employed allowing them to reach the highest level of operation they can reach. I would not back off from competing with our customers as long as it produces growth for our service area.

Q. 1970 is here. Have you made or are you going to make any New Year's resolutions? And have you already broken them?

A. Well, I don't make quite as much of a production of New Year's resolutions as I used to, but I do try to profit by my mistakes. Part of my responsibility is to develop the people in my department to the greatest extent possible and I'm going to attempt to do that by allowing them to have a little more of the action than they have had in the past. I'll probably break that resolution daily but every now and then, I'll come back strong and be the better manager for it. Another of my New Year's resolutions is to try to understand my children better. They are probably going to have to rebel and give me a little difficulty at home and this is just their way of breaking out of their shell. Any young person worthy of his salt is probably going to consider his parents as somewhat old-fashioned and be just a little bit difficult to get along with. My best New Year's resolution is to try to be mature about it when it happens, because I'm learning that understanding is the key to their growth as children and also the key to my growth as a parent.

**Thus,
A new
decade
dawns....**



TEXAS 500



"Gentlemen, start your engines."

With those very words, big-time auto speed racing came to the State of Texas. One would have never believed that out of the rolling hills of South Central Texas, an \$8 million speedway would be developed. But, today, it is a reality in the form of the TEXAS INTERNATIONAL SPEEDWAY near Navasota.

Auto racing developed in the South and has grown from the back lots into a major sport. It is currently America's second largest sport in paid attendance and has gained a professionalism that would hardly have been envisioned 20 years ago. Now Texas has come of age.

Texas International Speedway, located between Navasota and College Station, Texas, is a total system designed for Stock Car, Championship, Grand Prix, and Sports Car racing. TIS is not for amateurs. It is for first class professionals. The track utilizes 800 acres of a 2600 acre site and provides "four tracks in one."

The Speedway Track is a "D" shaped, two mile modified high speed oval. It is 70 feet wide on the turns and 54 feet wide on the straight-aways with 22 and 12 degree banking respectively. The Road Track for three mile Grand Prix road racing will utilize the front straightaway of the oval track, portions of the infield and the natural rolling terrain of the surrounding countryside.

The Interior Road Course within the confines of the oval track is to be used by the driver's school, the automotive industry as a test facility, and for promotional activities. The Exterior Road Course is an additional road course of approximately two miles.

Whether you are a racing buff or not, it is an exciting experience to visit the Texas International Speedway. It has been designed for the spectator's comfort, enjoyment and safety. From any position in the grandstands, the spectator is assured 100 percent visibility of the two mile semi-banked oval track and 95 percent visibility of the road course.

There are 26,000 permanent seats with backs in the grandstands plus 25,000 additional spectators and their vehicles can be accommodated in the infield. All of the latest safety features are provided for the protection of the spectators and drivers. The track is located whereby anyone within 250 miles could attend a race and return home the same day.

TIS opened in the Fall of 1969 with the CAN-AM race on November 9th. The Canadian-American Group VII sports cars utilized the three mile road course and went a 210 mile distance. Then on Sunday, December



texas international speedway





7th came the Texas 500 for NASCAR Grand National Late Model Stock Cars. It was a 500 mile race with a \$93,150.00 purse and was sanctioned by the National Association for Stock Car Auto Racing (NASCAR).

Over 20,000 people were on hand for the race which found the Stock Cars racing up to 175 mph. It was the first appearance of a NASCAR event on a Texas super speedway. Cool winds whipped off the Texas prairie as the spectators started to appear from nowhere. The sky was a brilliant blue and there was a carnival atmosphere about even though it had rained for the past two days.

What are Stock Cars? Well, they are like any car you or I would buy from an automobile dealer: Dodge Chargers, Ford Torinos, Mercury Cyclones, Chevy Chevelles, and Pontiac Tempests. The cars are then totally redesigned making the car embellished with speed and safety. It takes about two months to rebuild a car and without considering the labor cost, a good car will cost about \$25,000 plus extra parts stated one auto mechanic.

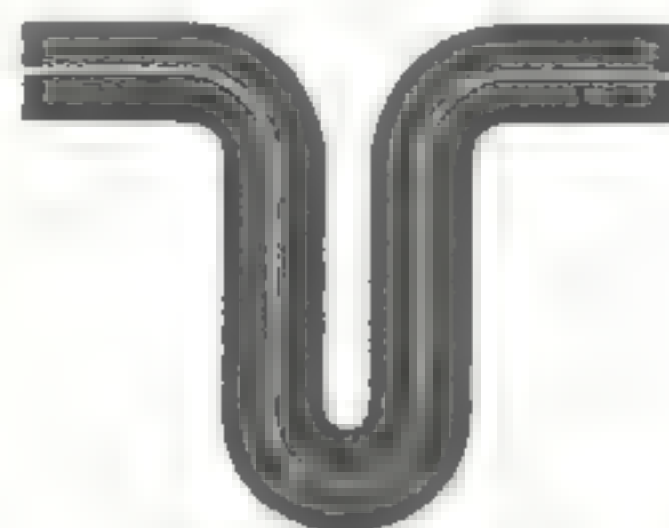
In the Texas 500, there are 38 cars in rows of two ready for a flying start. The colors were brilliant. The Stock Cars were emblazoned with large numbers, advertisements and decals of all kinds. The Goodyear blimp, "America" was bobbing overhead, as if to give its nod of approval. GSU servicemen were there just in case of an emergency.

Gentlemen, start your engines. The sound became deafening as the rpm's increased on each engine. The race started. Three and one-half hours later it was over. There were no major accidents except that the lead changed hands several times and pit crews had to push several cars into the garage calling it quits for the race.

It seemed to end as rapidly as it started. The winner was Bobby Isaac of Catawba, North Carolina in a 1969 Dodge and he accepted the checked flag of the Texas 500 proudly. The track emptied quickly as if there were another race over the hill and it started in half an hour. All stood still on TIS and its inaugural year came to a close.

But, 1970 will bring more professional auto racing to Texas. Starting on April 26th, there will be the TRANS-AM Sedan Racing Championship, then June 21st, NASCAR returns with the Lone Star 500. The Fall of 1970 will see the CANADIAN - AMERICAN ROUND-UP with super sports car prototypes on November 8th and the year will close out with the TEXAS NASCAR 500 on December 6th. It should prove to be banner year for auto racing in Texas thanks to American Raceways, Inc., the owners of Texas International Speedway.

At last, Texans and even Louisianans will be able to see in action such great race car drivers as Buddy Baker, David Pearson, Richard Petty, Bobby Isaac, LeeRoy Yarborough and Bobby Allison. A special warning though, if you attend a race you may get hooked on one of America's greatest spectator sports, auto racing, as professional as Texas is big.



G S U
Christmas Photo Album



1969 Children's Parties

Beaumont Division



Orange - Sabine Station



Woodville

Beaumont



Page Fourteen

1st Place
Photo
Winner
by
Jack
David

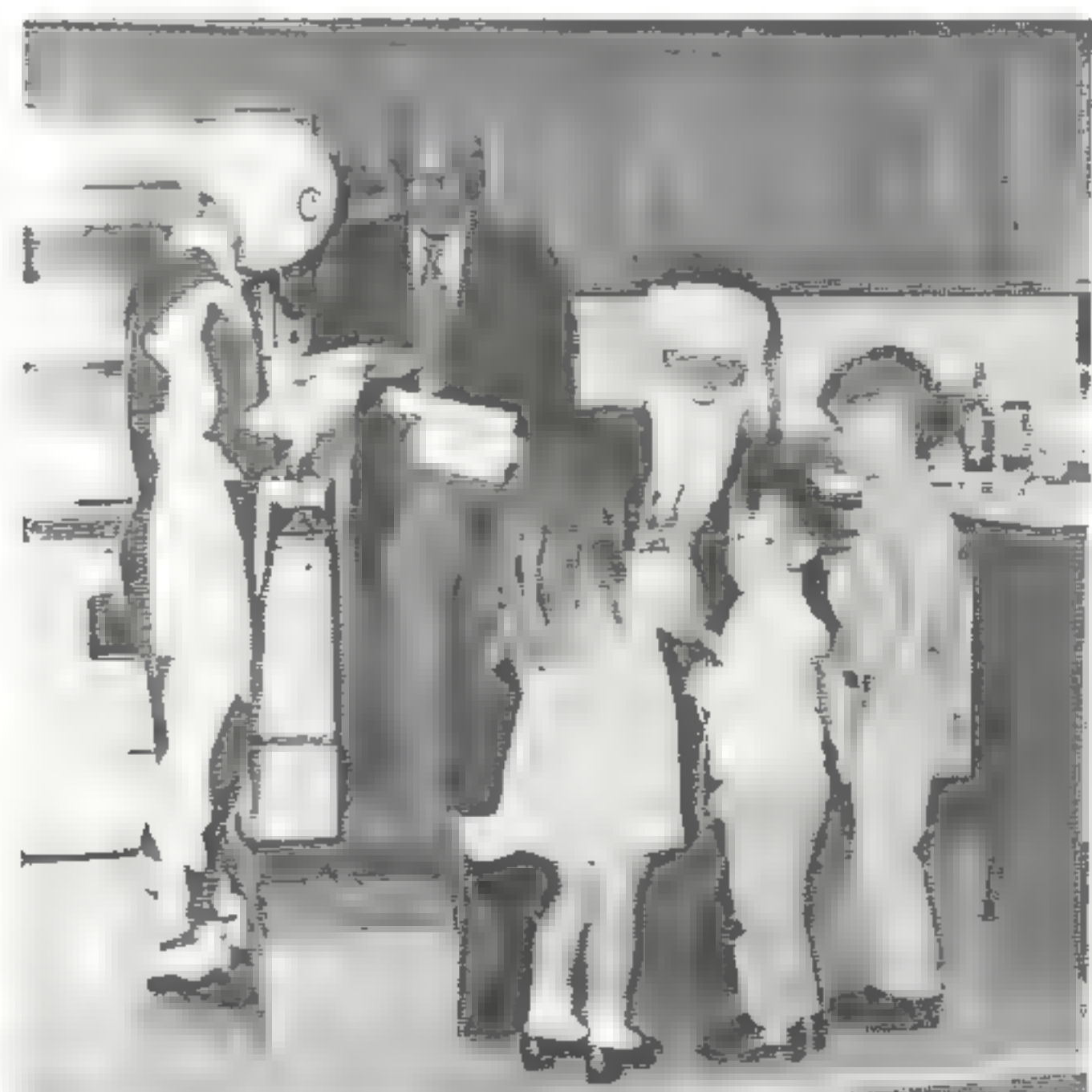


Silsbee - Kountze

Beaumont



Wake Charles Division



Jennings



Wake Charles



Madayette

Baton Rouge Division

Zachary



3rd Place
Photo
Winner
by
Myra
Kirby

Willow Glen



MA Station



Baton Rouge

Gas Dept.



Gonzales



Western Division



Conroe



2nd Place
Photo
Winner
by
Lucill
Maris

Navasota



Huntsville



Madisonville

Port Arthur Division



Port Arthur



Model Aircraft Keep Bill Reynolds Busy

Hobbies come and go especially when you are a youngster. But Bill Reynolds, supervisor of customer accounts in Baton Rouge, has had the same hobby since he was 8 years old. Of course, the hobby has advanced through several stages and today he describes his model aircraft pasttime as a "hobby sport."

Bill is President of the Baton Rouge Radio Control Club, Inc. and is past president of the same organization in Beaumont. Model aircraft enthusiasts are not a simple breed. The aircraft are actual duplications of the larger "true-to-life" variety and are radio controlled from the ground.

"It's far from being a child's hobby because of the cost of the equipment," says Bill. Model aircraft with all the equipment cost about \$600.00 and up. Most of the club members build their own aircraft and install the radio equipment called "Time Division Multiplex Digital Radio". Wow!

The model craft fly about 60 to 80 mph and their range is as far as the eye can see in order that one can operate it with the radio control equipment. The Baton Rouge Radio Control Club operates its own flight area at the Kleinpeter Dairy Farm off Hwy. 61 on Pecue Lane in Baton Rouge.

The club sponsors local competition with the aircraft. There are three different classes of competition. One is "Precision Stunt" which entails flying maneuvers the same as real aircraft. There is "Scale" competition whereby one is judged on the likeness of the model craft to the real aircraft. The third category is "Miniature Pylon Racing."

All of the competitions are governed by the Academy of Model Aeronautics headquartered in Washington, D.C. The radio frequencies are allocated and controlled by the FCC.

The Baton Rouge club is similar to those across the nation and one does not have to own a plane to belong according to Bill. Presently, there are 32 members of the club. He also stated that spectators are always welcome at the flying events or club meetings.

As one can see, this Baton Rouge Gulf Stater is involved in a complicated hobby; actually it is a complex



sport. He enjoys the excitement offered by the sport and has been flying model aircraft for the past 10 years.

Bill has been with our company since 1956. He graduated from Beaumont High School and joined the Air Force for four years after which he attended Lamar Tech. He is married to the former Helen Maurine Vance of Tooele, Utah and they have three children: Russell, Debra, and Laurie.

Besides his activity in the radio control club, he is chairman of the Public & Business Affairs Committee for the Capital City Kiwanis. He and the family attend the L.D.S. church in Baton Rouge.

PROMOTIONS

From the Baton Rouge T&D Department, Clyde V. Wilson has been promoted to labor foreman, line. He was formerly utility truckdriver and has been with our company since 1947 when he joined us as a store-room assistant.

A native of McCall Creek, Mississippi, he is married to Jane Kling of Baton Rouge and they have three children: Becky, Karen, and Glenn. Mr. Wilson graduated from McCall Creek High School and was in the U.S. Army from 1945-47.

He is on the Executive Board of the Kilowatt Club in Baton Rouge and is a member of the Baton Rouge Masonic Lodge #472. The family attends Jefferson Baptist Church.

Moving up to utility foreman, substation, is James E. Taylor who was formerly substation mechanic 1st class in the Baton Rouge T&D Department. He joined our company as a helper in 1955.

Mr. Taylor calls Baton Rouge his hometown and is a graduate of Baton Rouge High School. He attended LSU and then entered the Air Force from 1951-1954. Currently, he is a member of Istruma Masonic Lodge #414.

Another of the four advancements in the Baton Rouge T&D Department is that of Fabien J. Daigle. He was formerly utility foreman and is now assuming the duties of substation foreman. He has been with our company since 1946 when he started as a substation helper.

From Gonzales, La., Mr. Daigle is a graduate of Gonzales High School and served four years with the U.S. Army. His wife is the former Shirley Kling of Baton Rouge and they have four children: Bobbye, Ricki, Kim, and David.

Active in community and church work, Mr. Daigle is President of the Northdale Citizens Assn. and the Holy Names Society. The family belongs to St. Anthony's Catholic Church where he is a parish council member and 3rd degree member of the Knights of Columbus.

Boyd S. Eisworth, formerly substation foreman, has been promoted to assistant general substation foreman in the Baton Rouge T&D Department. He started with our company in 1945 as a helper in T&D.

A native of Denham Springs, La., Mr. Eisworth graduated from Live Oak High School and served with the U.S. Army from 1946-1948.

Mr. Eisworth is married to the former Emma Davis of Baton Rouge and they now reside at 3542 Lone Oak Drive in Baton Rouge. They have four children: Karen, 15; Janet, 8; Brenda, 7; and Sandra, 4. Besides an active family life, he is a member of the United Commercial Travelers. The family attends the Amite Baptist Church.

Melvin L. Shelly, serviceman in the Trinity District for the past eight years, has been promoted to utility foreman in the Huntsville District.

A 1942 graduate of Huntsville High School and a native of that city, he is a veteran of World War 11 serving in the U.S. Army.

An active civic worker, Mr. Shelly is a director and past president of the Trinity Lions Club and is a member of the Trinity County Emergency Corps. He also has been an adult leader in 4-H Club activities for the past 10 years.

Married to the former Joan Park of Huntsville, the Shellys have three children: Melvin Robert, Randy Lynn, and Lee Ann. They attend Dorcas Wills Baptist Church in Trinity.

34-year veteran of our company, Luther M. Risher has been promoted to supervisor-stores and salvage, accounting operations, in the System Treasury Department at Beaumont. He was formerly supervisor-stores and his career goes back to when he first joined us as a messenger in the Lake Charles Office.

Mr. Risher is from Lake Charles where he was raised and graduated from high school. He is married to the former Eldine Babineaux of Sweet Lake, Louisiana. They have five children, James Edward, Linda Marie, Peggy Ann, Nancy Rose and Susan Gail. They are members of St. Anne's Catholic Church.

He is a member of the Purchasing Agents Assn. of the Sabine Area and active in the Knights of Columbus Council 951. Mr. Risher was also a member of the U.S. Army Corps. of Engineers from 1941-1945.

From the Beaumont T&D Line Department, Willis T. Lang, formerly truckdriver, has been promoted to labor foreman. He joined our company in 1946 as a helper in T&D.

A native of Beaumont, Mr. Lang is married to the former Francis



Clyde V. Wilson



James Taylor



Melvin Shelly



Fabien Daigle



Luther Risher



Boyd Eisworth



Willis T. Lang



Edwin Wilson

Bourland of Jasper and they have three children. They are Mrs. Jane Ann Hutchinson, Mrs. Melissa Sue Moore and Willis T. Lang, Jr. The Langs have one grandchild, Clint Allen Hutchinson who is 4 years old.

Mr. Lang is a graduate of French High School and he and his wife attend Magnolia Ave. Baptist Church.

Transferred to the Woodville T&D Line Department and promoted to utility foreman is Edwin C. Wilson, formerly district serviceman 1st class in Vidor. Starting as a helper in T&D in 1950, he has progressed steadily until this recent promotion.

A native of Huntington, Texas and a graduate of its high school, Mr. Wilson went to college for a short time before serving with the U.S. Army from 1946-47. He is married to the former Theresa Hamm of Vidor.

The Wilsons have four children: Carol, 13; Jerry, 10; Laurie Ann, 6; and Charles Allen, 2. The family attends the Baptist Church.

Two promotions and transfers to Lewis Creek Station, Conroe, have been announced. First, Daniel O. Gipson, formerly control operations foreman, Nelson Station, Lake Charles, has been promoted to operations supervisor at the new power plant. He has been with our company since 1947.

A native of Leesville, La., Mr. Gipson graduated from Lake Charles High School and attended McNeese State College before seeing service in the Merchant Marines during World War II.

He is married to the former Marjorie Mattingly of New Orleans, La. and they have three children. They are Mrs. Michael Giggar, now of Welch, La.; William H. Gipson, and Janet Gipson.

Mr. Gipson is 1st Vice-President of the Industrial Management Club in Lake Charles and the family attends the 1st Methodist Church.

The second promotion to Lewis Creek Station is that of Herman Lee Hammack who will assume the duties of general maintenance supervisor. He was previously officed in Beaumont as an electrical engineer.

Married to the former Jane Boyum of Port Arthur, Mr. Hammack is a graduate of Thomas Jefferson High School in Port Arthur, his hometown, and holds a B.S. degree in Electrical Engineering from

Lamar Tech. Prior to entering Lamar he had served four years in the U.S. Air Force.

The Hammacks have two children: Susan, 16; and Stephen, 10. They are members of the St. Pius Catholic Church in Beaumont.

Mr. Hammack is a member of the Instrument Society of America and a Registered Professional Engineer in the State of Texas.

Ralph B. Spafford, formerly supervisor-residential sales, has been advanced to supervisor-residential and commercial sales, Beaumont Division Sales Department. He has been with our company since 1938 when he was hired as a residential sales representative.

A native of Alexandria, La., Mr. Spafford was raised in Beaumont and graduated from Beaumont High and attended Texas Christian University. He is married to the former Thersa Logan of Beaumont and they have two children. They are Mrs. Kathy Amerine who also works for our company in the EDP Department, and Debbie Spafford who is attending Lamar Tech.

Active in industry-related organizations, Mr. Spafford is on the Board of Directors of the Sabine Area Home Builders Assn. and is Vice-President of the Sabine Area Apartment Assn. He is also a member of the Knife & Fork Club.

Mildred Tribble, home service advisor since 1945, has been promoted to system home service co-ordinator for our company. She is currently working out of the Baton Rouge office, but will move to our headquarters in Beaumont during 1970.

As home service co-ordinator, she will supervise 17 home economists throughout our system and co-ordinate the numerous electric living demonstrations and shows sponsored by our company.

A native of Navasota, Texas, Miss Tribble received her bachelor's degree in home economics education from Texas Woman's University at Denton. She is currently working on a master's degree in home economics with special emphasis on family life and home management at LSU.

She has been active in numerous homemaking activities in the Baton Rouge area. Miss Tribble is a member of the American, Louisiana and Baton Rouge Home Economics Associations and was first chairman of the Home Economists in Business Section in Baton Rouge.



H. L. Hammack



Ralph Spafford



Daniel Gipson



Mildred Tribble

Retirements

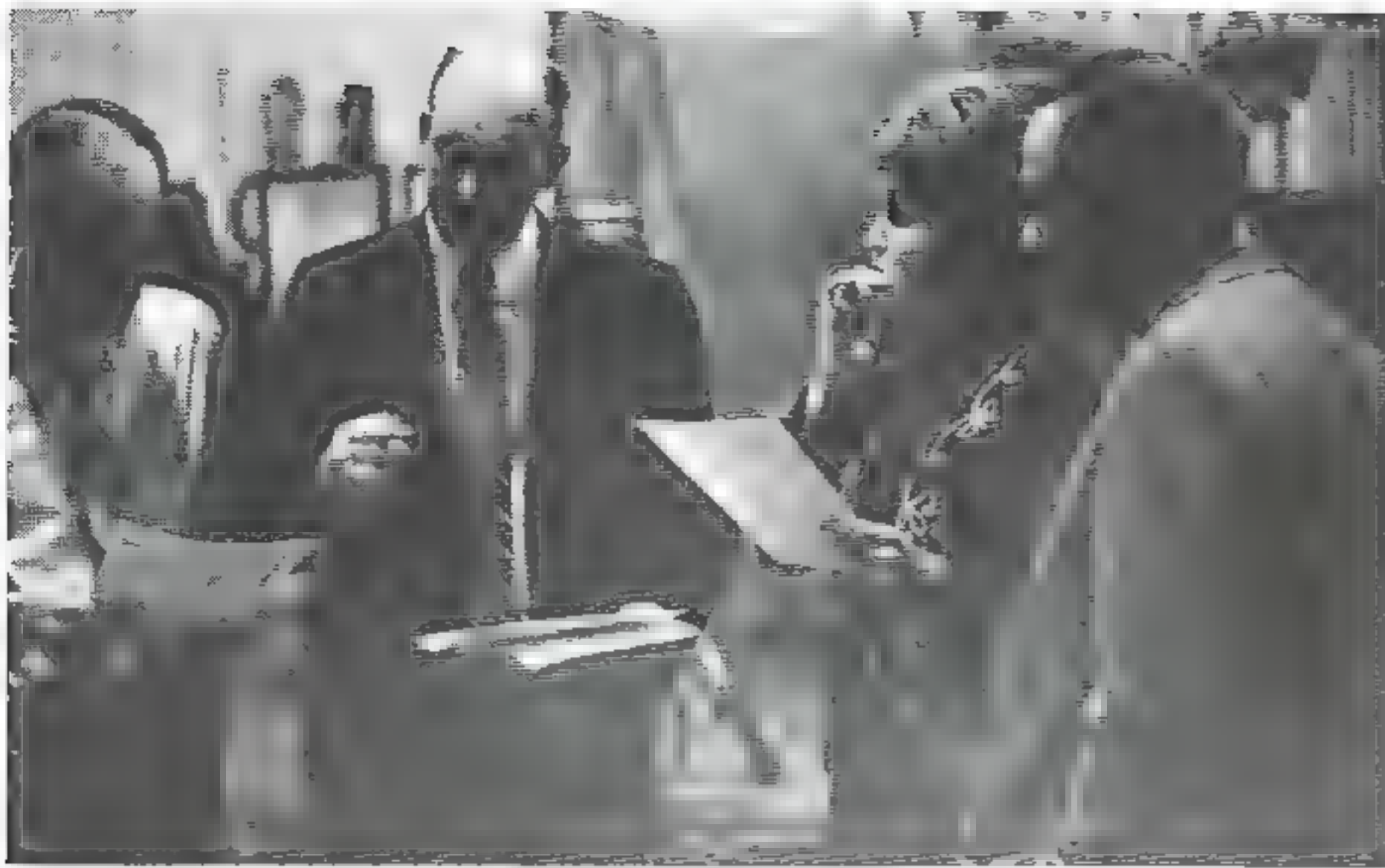


Albert
Tate

Retiring after 38 years with our company is Albert Tate, janitor, in the Gas Department, Baton Rouge. He started as a laborer in that department in June of 1932. His retirement becomes effective February 1.

A native of Zackery, Louisiana, Mr. Tate is married to Janie Alma Williams of that city. The Tates now reside at 1410 N. 30th in Baton Rouge.

While with our company, he was honored for saving the life of his foreman, Mr. H. E. Conerly, during a gas fire in 1947. The Tates belong to St. Mary's Baptist Church where he is Head Deacon.



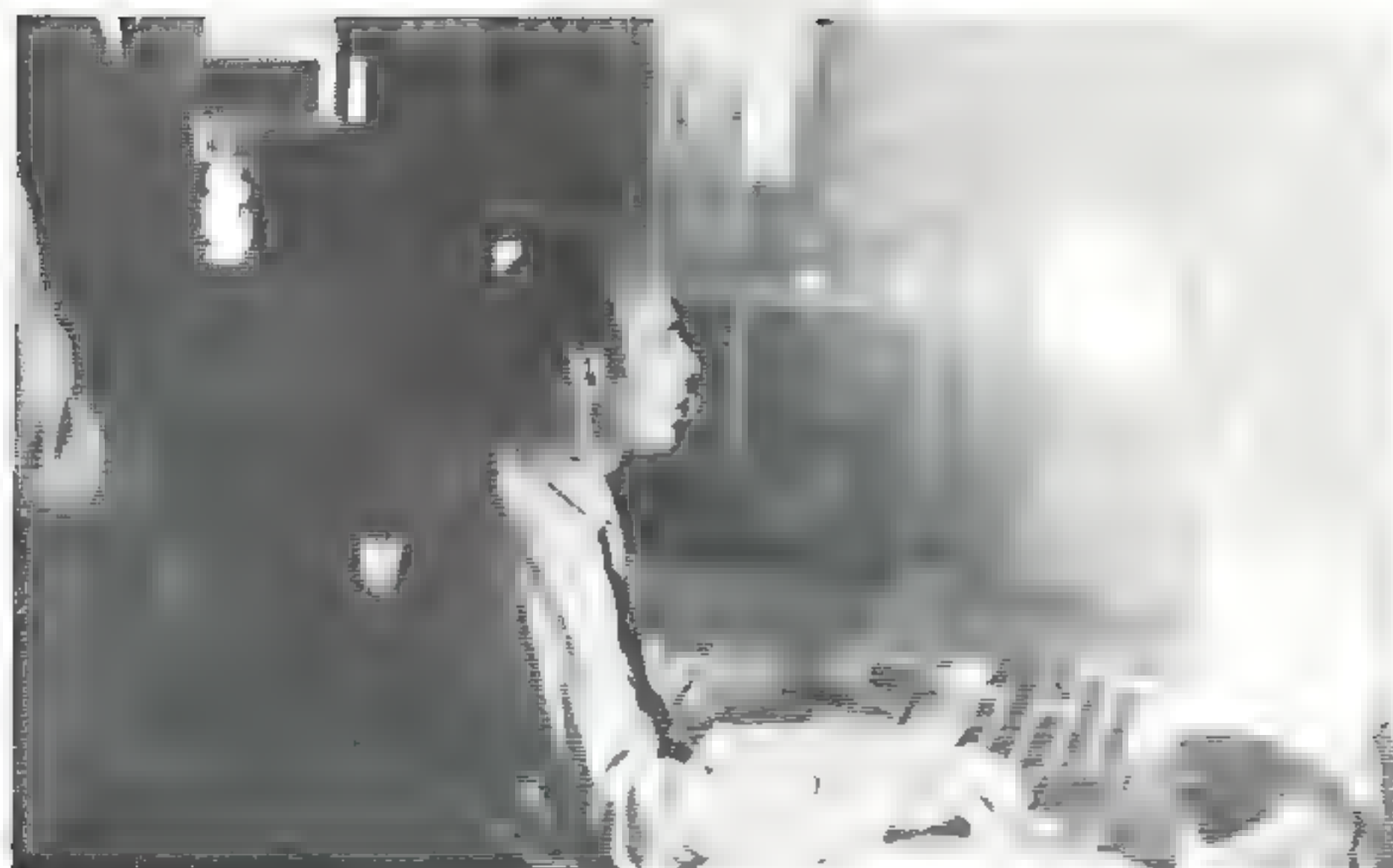
Margo from

Advertising is the creative world of words, pictures and sound. It's a long way to Madison Avenue and "The Man in the Gray Flannel Suit", but in our company Mrs. Margo Leininger serves as our gal Friday on television and radio.

When she came to work in April of last year, Margo never dreamed that she would become a GSU personality. As an advertising copy writer, she hoped to be able to use her English degree in developing meaningful advertising. But Margo was destined to become the voice and image of our company in broadcasting circles; you might even call her our "Miss Live Better Electrically."

The long television taping sessions and impersonal radio sessions have become routine. She enjoys the work but admits that it is not as easy as everyone thinks. It usually takes two to three tapings to get a good commercial and this involves approximately two to three hours of "on camera" time.

"I like the job very much and projecting the image I can for the company . . . someone the housewife can identify with," she commented. In the recent holiday commercial, she and Wally Sisk, advertising representative, worked together. After they completed the copy, it was sent to former Gulf Stater Herschel Matthews at Aylin Advertising for checking. They edited it and made it the proper length for a one minute commercial. Then, with the approval of Jim Turner, advertising and public relation director, they are ready for the TV



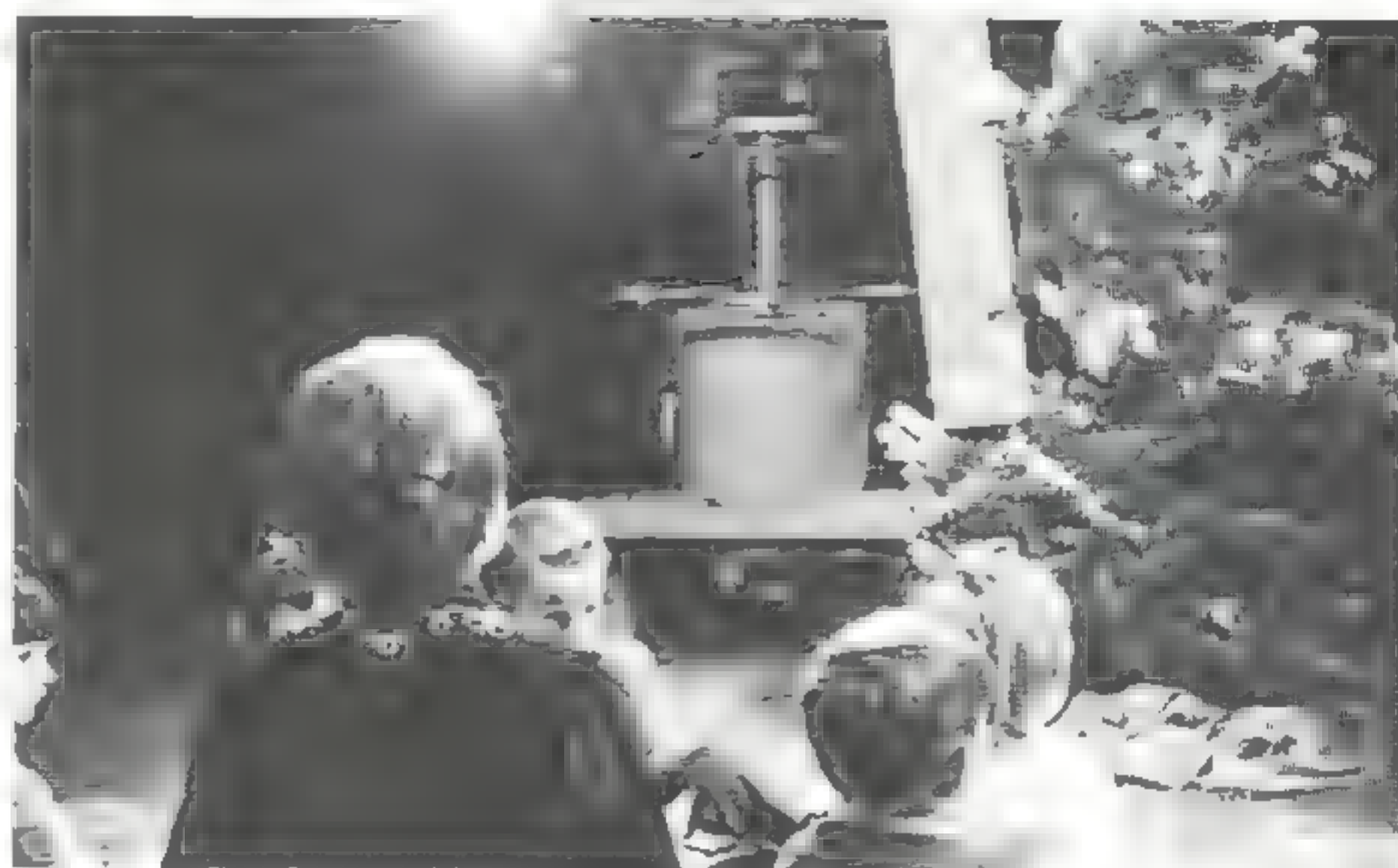
Key Largo

At the studio, Margo, Wally, Herschel and the television director decided the setting and made all the final arrangements. The lights were set and the props readied. Margo led a group of young child models to their places and a dummy "take" was made.

Something was wrong, so the lights were changed. The cameras were color corrected and the various angles adjusted. An hour had gone by and still there had not been one actual take. The children were getting nervous and Wally (whose daughter participated) came to the rescue and quited them down. Finally, two hours later and on the second take it was all completed and an air of relaxation filled the studio.

Margo Leininger has become a well-known employee because of her TV role. "Strangers tell me I look just like I do on TV, so it has become easy for me to make friends," she mentioned. Because of her television and radio involvement, 25-year old Margo has become an active member of American Women in Radio and Television. A native of Long Beach, California and graduate of the College of the Holy Names, she came to Beaumont with her husband, John, who was transferred there by a chemical firm.

One of the local radio station disc jockeys has enjoyed Margo's smiling voice so much that he comments on her after every GSU commercial. And as if "Miss LBE" were not enough, he has nicknamed her, "Margo from Key Largo."



SERVICE AWARDS

FORTY YEARS



J. L. Haddox
Distribution
Navasota



John Wright
Distribution
Cleveland

TWENTY YEARS



Louis Allen
Distribution
Port Arthur



Wallace Bertrand
Distribution
Jennings



Joseph LeBlanc
Treasury
Baton Rouge



Donivan McCoy
Distribution
Elton



Whitney Miguez
Distribution
Beaumont



Jay Roy Peckham
Distribution
Beaumont



James H. Rhone
Distribution
Beaumont



Homer Shawver
Distribution
Silsbee



Ray Thompson
Personnel
Beaumont

TEN YEARS



E. J. Badeaux
Treasury
Mid-County



Mitchell Bridges
Distribution
Lake Charles



Floyd Crow
Adm. Services
Beaumont



Maxie Fair
Operations
Baton Rouge



Amos Stafford
Distribution
Navasota

LETTERS

From employees, customers and friends of GSU

BATON ROUGE

Dear Mr. Werner,

On Monday, November 3, 1969, while driving from our plant at Erwinville, La. to Baton Rouge, a wheel bearing froze on the axle of my car and the leaking grease, upon hitting the overheated wheel, caught fire.

Within 30 seconds after my stopping, a Gulf States station wagon stopped and the two men in the station wagon asked if they could help. Not only did they help me put the fire out, they also gave me and my passenger a ride to our destination in Baton Rouge!

Needless to say, I am very grateful to these two employees of Gulf States, whose names are Mr. Glynn Gaudet and Mr. Charles Echard from your Beaumont location.

It is because of helpful people such as these and others that we have worked with in our business, that enables Gulf States Utilities to maintain such a good reputation in our community.

Yours very truly,
W. H. Lane
Big River Industries, Inc.

BEAUMONT

Dear Mr. Richard:

I want to thank you so much for your kind letter concerning my appointment to the National Water Commission. I am sure you know that Chuck Luce (Chairman of the Board, Con. Ed., N.Y.) is Chairman of the National Water Commission and is apparently doing a real cracker-jack job, just as utility people always do!

With all good wishes and kindest personal regards, I am

Sincerely,
Josiah Wheat
Attorney at Law

Dear Mr. (Norman) Morrison:

On behalf of myself, the Beaumont Police Department, and the citizens of this area, may I once again thank you for the use of your fine facilities.

Your generosity is heartwarming and encouraging, and I report to you with great pleasure that over 1,000 parents have been informed and instructed in your auditorium since our drug education program was initiated.

May I especially compliment the assistance and helpfulness of your Mr. Simms. His cooperation was deeply appreciated by our personnel.

Please know this department is at your service at all times.

Sincerely,
Willie Bauer, Chief of Police
City of Beaumont

Dear Mr. (Albert) Baird:

The Beaumont Council of Camp Fire Girls is most appreciative to you and Gulf States Utilities for designating the lovely Christmas tree on 11th Street as our tree for the community.

Season's greeting to you.

Yours truly,
K. Ann Duchamp
Executive Director
Beaumont Council of
Camp Fire Girls, Inc.

Dear Jim Turner:

Happy Holidays to the Gulf States. My wife and I wish to thank the Company for the Harvest Years Magazine that is sent to us each month.

Retirement life is proving to be good to us. We stay quite busy and happy. Thanks again for Harvest Years.

Keen Franklin
716 Green Street
Rockdale, Texas 76567

CALVERT

Dear Mr. Mathews:

As Chairman of the Christmas Yard Contest, sponsored annually by the Calvert Woman's Club, it is my pleasure to accept the generous gift donated by your company to help support and encourage displaying of the Calvert Christmas Spirit. Your gift will be given as a first prize.

Thank you once again for your encouragement and assistance. As you know, the Woman's Club is only a small group of women trying to help their community.

Sincerely yours,
Mrs. C. P. Briggs, III
Chm. Christmas Project

Editor's Note: Mr. Mathews was recently presented a Certificate of Appreciation by the Calvert Chamber of Commerce for his many years of service to the community. Chamber of Commerce President Billy R. Hall also praised our company for its civic involvement and in particular for hanging the Christmas decorations on Calverts main street.

LAKE CHARLES

Dear Jack Bass:

It is impossible for me to thank you and Gulf States Utilities enough for your tremendous contribution to the Community Christmas Tree. If it had not been for your help, Lake Charles would not have a Christmas Tree to admire.

The citizens of Lake Charles thank you!

Sincerely,
W. S. Guillory
Chairman of Retail Merchants
Lake Charles
Chamber of Commerce

CONROE

Dear Mr. Richard,

My fourteen students and I made the tour of your new plant yesterday as per the plans you made.

By copy of this letter, I'm expressing to Jim Meitzen our appreciation for his efforts and trust you and he will convey our thanks to the others and to Brown & Root for letting us get in their way.

Yours very truly,
John S. Denison
Professor, Electrical Engineering
Texas A&M University

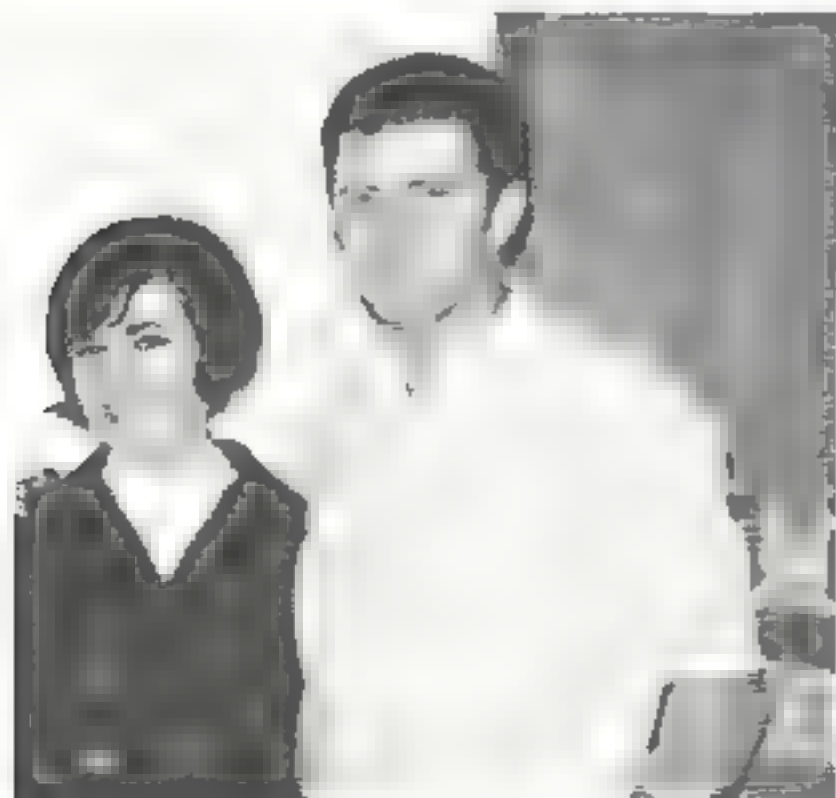


REPORTERS

If you have any news for PLAIN TALKS, simply send the information to one of the following local reporters. They will be happy to assist you in getting the material to the Editor.

Bety Neville (Neches Station), Sue Williams (Port Arthur), Jo Ann Landry (Beaumont S.C.), Johnnie Harris (Lake Charles - T&D), Fay Denney (Lake Charles - O), Bobbie Denais (Lafayette - O), Sue Champagne (Lafayette - T&D), Pam Weston (Nelson Station), Davie Carpenter (Orange), Maxie Bell (Silshree), Nancy Westmoreland (Beaumont), Ann Ogden (Beaumont), Edy Waltman (Beaumont), Darla McMurray (Beaumont), Walt Wright (Baton Rouge), Pearl Darbonne (Sulphur), Earl Mayfield (Jennings), Jackie Guidry (LA Station), Janis E. Wilganowski (Calvert), Wanda H. Tinsley (Madisonville), Pat Jones (Cleveland), Gail Reeves (Huntsville), Frances Murray (Conroe), Betty Dickschat (Navasota), Linda Marks (Beaumont), Nina Ruth Bay (Navasota), Dora Landaiche (Willow Glen), Opal Temple (Baton Rouge-Acet.), Margie Force (Baton Rouge-T&D), Sandra Mouch (Baton Rouge-T&D), Gwen Blackwell (Baton Rouge-T&D), Beverly Hayden (Gas Dept.), and Janette Lane (Zachery).

BATON ROUGE DIV.



Wedding Bells caused the departure of **Mary Ann Powers** as she became the wife of **David Strickland** last month. They are making their home in Jacksonville, Florida while David is in the service.

Sheryl Gautreaux, daughter of Mr. & Mrs. **Weightman P. Gautreaux**, Gas Department, was among 11 Texas Christian University coeds recently initiated into Alpha Lambda Delta, national scholastic honorary society for women. Miss Gautreaux is a sophomore majoring in special education.



Thanksgiving Day saw **Lois Belle** become the bride of **LeRoy Sibley** at the Chapel of the Flowers in Las Vegas, Nevada. Above she is being presented a gift by her co-workers. In the background (l-r) are **Barbara Hyatt**, **Arlene Laspe**, **Marilyn Long**, **Laura Dupree**, **Bessie Esthay**, and **Ginger Hays**.

Denten and **Mary Thomas** enjoyed vacationing in Houston over the holidays while **G. C.** and **Verlie Gibson** vacationed in Dallas.



Carla Struppeck displays a robe which was a farewell gift from her fellow employees. Also pictured is **Laura Dupree**, **Lil Harrell**, **Jeri Cabaniss**, **Vivian Hays**, **Kathy Heausler**, **Sandi Turner** and **Ethel Fryou**.



Retiree **Harvey Bowlin** smiles as he is presented a gift by his fellow employees at his retirement party.



The **Bowlin Family** pose for the camera at his retirement party. On left is his son, **Earl**, who is an employee in our Line Dept., while son **James** is on his right. Co-workers watch from the background as **Mr. Bowlin** is presented with a plaque of remembrance for his years of service with our company.

LAKE CHARLES DIV.

Our Sympathy to **Don Conner**, sr. engineer assistant in Lake Charles Engineering Department, on the death of his grandfather, **Mr. Lastie Duhon**, December 31, 1969. **Mr. Duhon** was 81 years of age and was a resident of Abbeville, Louisiana.

Best wishes to Mr. & Mrs. **Michael Andrew Dougay**, married December 20, 1969, at St. Margaret Catholic Church in Lake Charles. The newlyweds will make their home at Norfolk, Virginia, where the groom is serving with the U.S. Navy. Mrs. Dougay is the former **Millicent Ann Clements**, daughter of Mr. & Mrs. **Lloyd J. Clements**. Mr. Clements is sr. engineer assistant in Lake Charles Engineering Department.



Santa put a smile on this little ballerina's face when he left this costume under the tree for Sharon Harris. Sharon is the daughter of **Johnnie Harris**, departmental clerk in Lake Charles Engineering Department.

LaNora Jeanette Burgin arrived on the scene December 18, 1969, weighing in at 7 pounds 11 ounces. The proud parents are Mr. & Mrs. **Bobby Burgin**. Mr. Burgin is a mechanic in the Lake Charles Garage.

Welcome to **Glynn Beck**, employed January 5, 1970, as a helper in the Lake Charles Line Department.

Christmas was a very special time for Mr. & Mrs. **Robert Aleshire**. They spent the holidays with their daughter, her husband, and 3 grandchildren in Granada Hills, California. Mr. Aleshire is employed in the Lake Charles Meter Department.

The Lake Charles Service Center is happy to welcome **Jake Andrus** back to work after a lengthy illness and stay in the hospital. Jake is a secondary power tester in the Lake Charles Meter Department.

Steve Fremin, engineer at Lake Charles Engineering Department, was recently elected Publicity Chairman for the Lake Charles Industrial Management Club.

Welcome to **Charles Campbell**, recently employed as a helper on the Survey Crew of the Lake Charles Engineering Department.

Mr. & Mrs. **Dick Heinen** vacationed Christmas week in Middleton, New Jersey, visiting with their daughter and her husband and two grandchildren. Mr. Heinen refreshed his ice skating ability and he really enjoyed the snow ball fights he had with his daughter and grandchildren. He is shop foreman in the Lake Charles Substation Department.

Edward Duhon, utility substation foreman, attended the Radiation Supervisory School recently held in Beaumont.

Substation Department employees on vacation during the month of December were: **Lawrence Bellow, Dorothy Bennett, Leland Broussard, Feland Bush, Nathan Demarest, Bob Derby, Wayne Falls, Horace Gradney, Jim Gray, Wiltz Hanks, John Hebert, Bill Hogan, Hugh Holland, Ben Miller, Eddie Thomason, and Rip VanWinkle.**

News from the Lafayette District. Our congratulations to Mr. **Henry T. Buckalew**, supervisor-customer accounting, on his recent marriage to the former Frances Girouard from Broussard, Louisiana. The new couple resides on Montgomery Drive in Lafayette.



Goodbyes were in order for Mrs. **Betty Miller** (pictured above center) who left our company last month. She is expecting to become a mother in the not too distant future and her fellow employees awarded her with a christening blanket and a baby book. Mrs. Miller was a customer clerk.

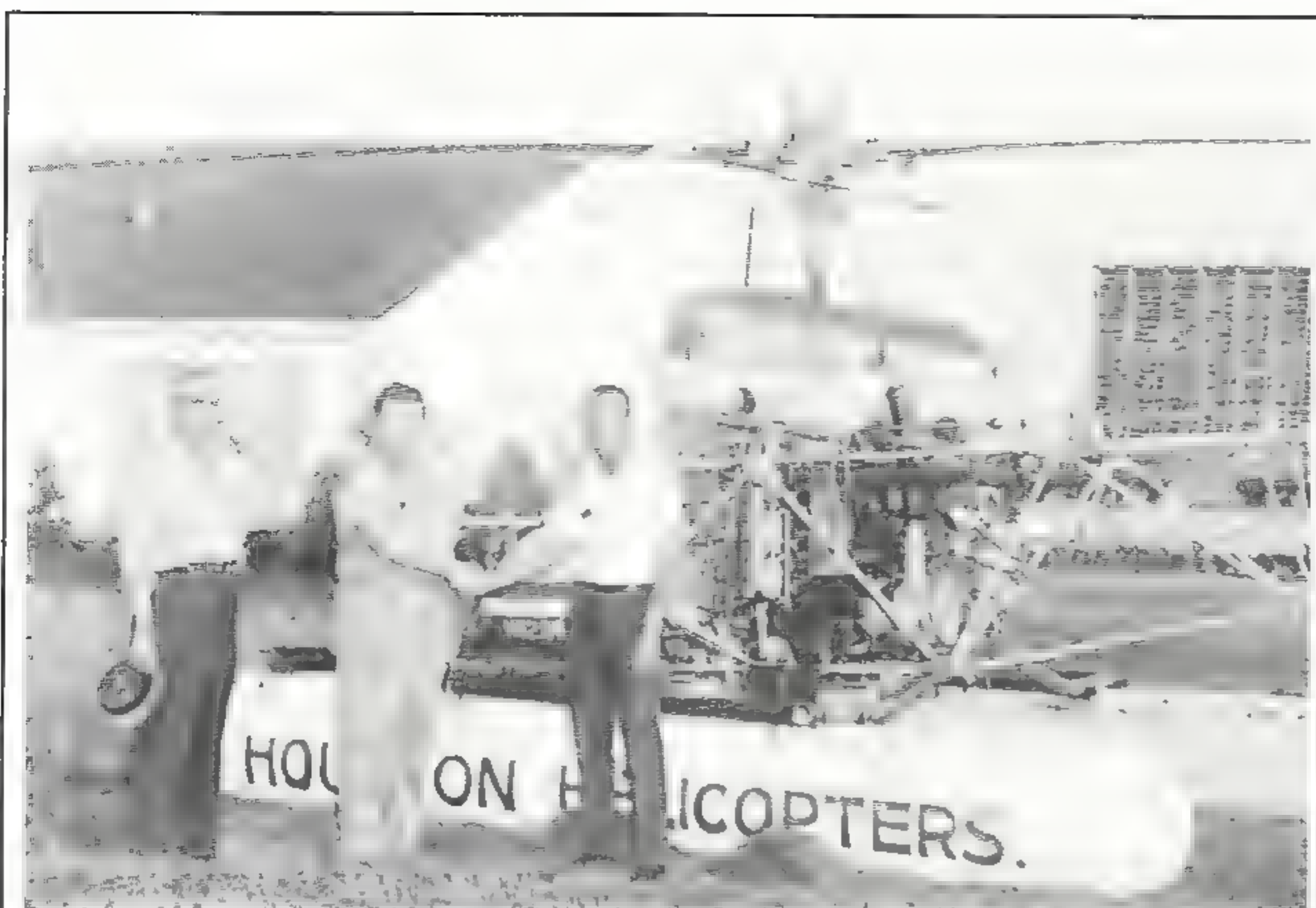
Congratulations to **Harold Beaugh**, residential sales rep., sr., who is currently serving as President of the Church Point, La. Chamber of Commerce.

Politics are becoming a standard event for the **Bobby Denais** Family. Her daughter, Christina, was elected as parliamentarian of her 8th grade class, while her son, Stacy, won the race for sergeant-at-arms and president of the 6th grade band class. Congratulations.

Our sympathies go out to Mr. and Mrs. **O. A. Gann** on the death of their daughter, Mary Kay, on Dec. 27, 1969. Mr. Gann is general line foreman at Jennings, Louisiana.



George Gilmore, above center, holds a certificate presented to our company by the Calcasieu Area Council, Boy Scouts of America, for our support of the program in the Sulphur area. Mr. Gilmore is district superintendent. Making the presentation were Keith Lyons of Sulphur, chairman of the district committee, and Bynum Shove, district executive.



Retiree S. J. "Pop" Guidry, left, greets two unidentified visitors to Abbeville, Louisiana (the heart of La.) who just happened to "helicopter" in for an overnight visit. The citizens of Abbeville are quite proud of their local motel, restau-

rant and club which is affiliated with Holiday Inn and is favorite spot of Pop's and his friends. "Pop" worked his early years in the Western (Navasota) Division and concluded his career at Louisiana Station in Baton Rouge.

BEAUMONT DIV.

That large smile on the face of Howard Sandefer, residential sales rep., is produced by a 100% increase in his grandchildren on Dec. 12. His son, Lt. Howard L. Sandefer, of Woodbury, New Jersey and his wife are the proud parents of twin daughters, Andrea Nicole and Christina Kay. The girls weighed 7 lbs. 5 oz. and 7 lbs. 10 oz. at birth.



Santa Claus brought loads of goodies to Todd and Sandra Hudson and their happy smiles reflect this fact. Their mother, Joan Hudson, is the addressograph operator in Beaumont.



The cooks for the annual T&D Engineering Christmas dinner in Beaumont are pictured above. They are: (l-r) Jerri Terry, Rose Ann Johnson, Linda McSwain, Carolyn Motl, Jo Anne Landry, Ellen Bean, June Jones, Dorothy Hutson, Lee Castlaw, Ester Aubry, and Susan McGarth. The party was held at the Beaumont Service Center.

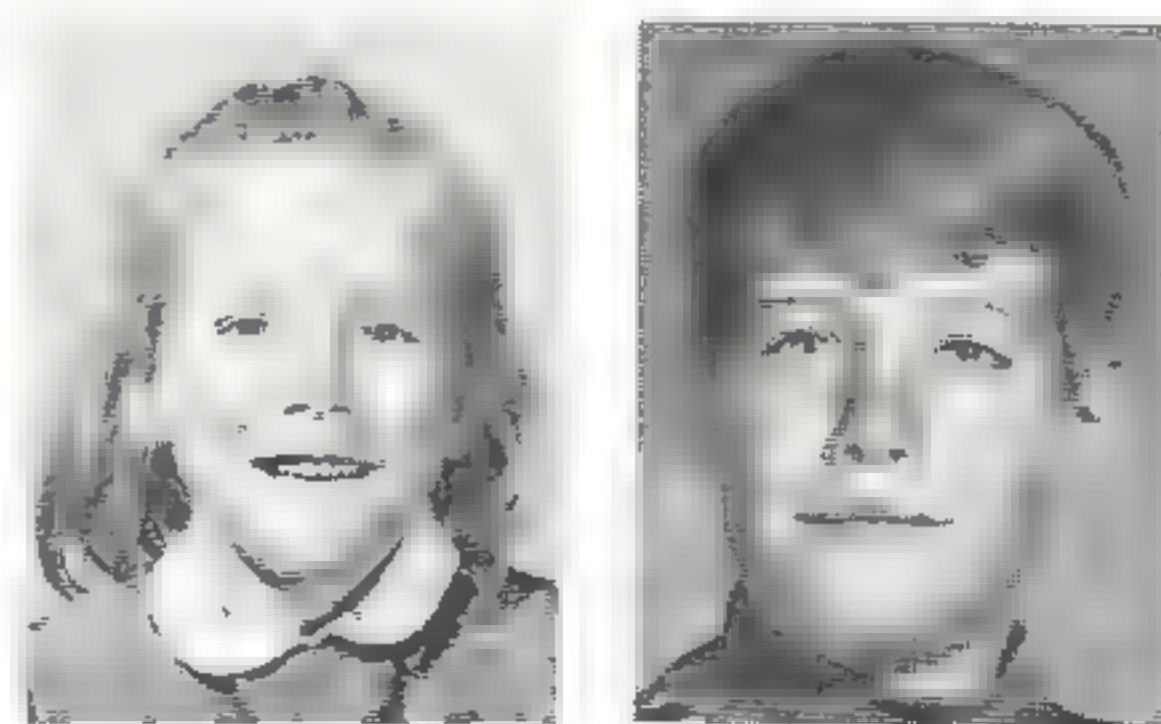
Two of our executives have obtained new positions in civic organizations. Mr. F. R. Smith, executive vice-president, has been named Secretary of the Beaumont Chamber of Commerce, while Mr. L. V. Dugas, vice-president-sales, has been selected Vice-Chairman of the Texas Manufacturers Assn. and elected to its Board of Directors.



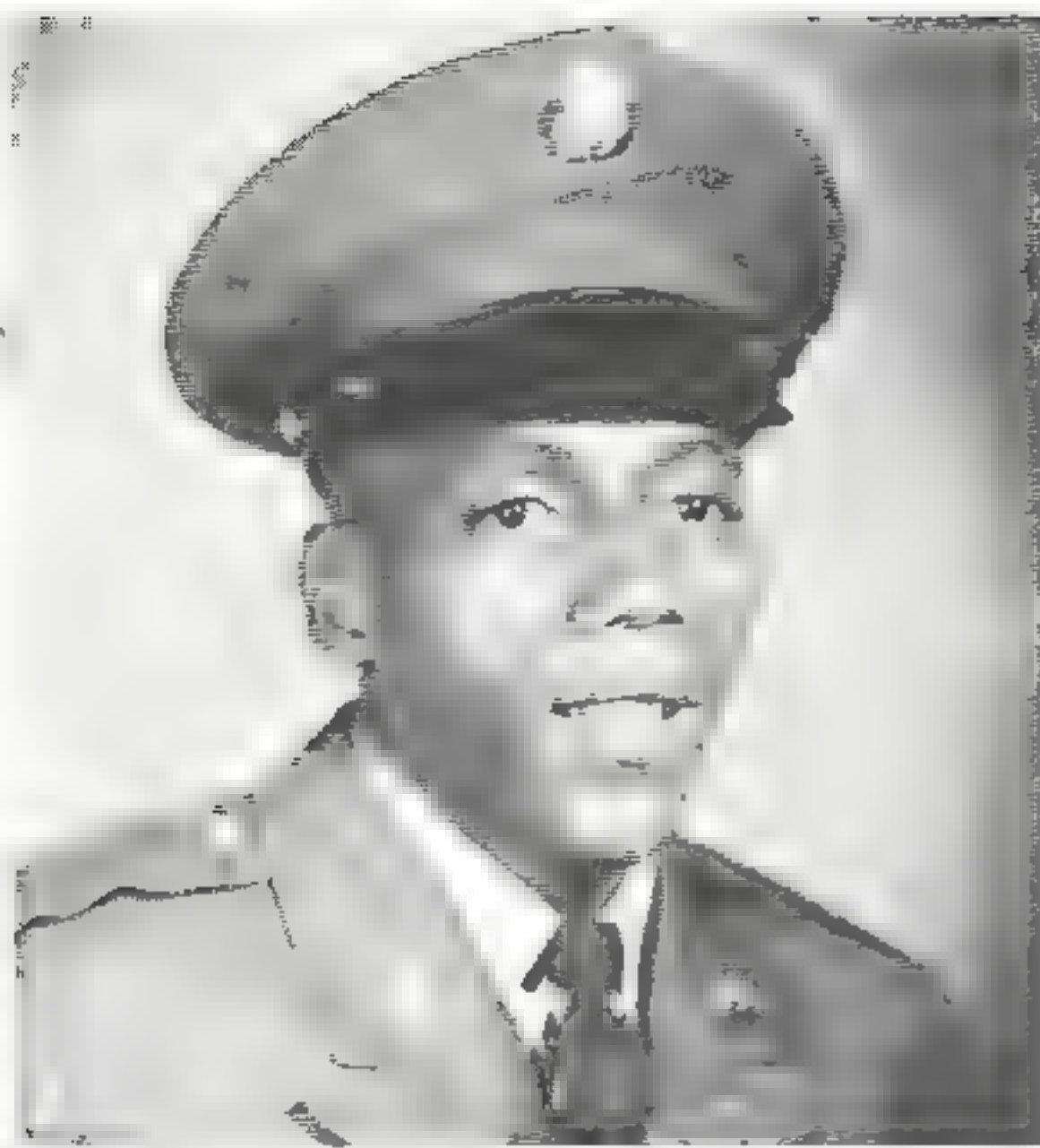
Retiring from the Bldg. Services Department is T. D. Haley, above right. Mr. Gerald Dean, left, poses with him and Mrs. Haley at his retirement party. He stated that he would continue his gardening hobby and hopes to grow a mustard green larger than his old record of nearly 2 feet.



Friends and fellow workers of C. L. Schooley, labor foreman, gathered at a retirement coffee recently to wish him and his wife well on their new "life of leisure." Shown above are Mrs. Schooley, C. L., and Albert Baird, operating superintendent of the Beaumont T&D Department.



The grandchildren of Mr. and Mrs. R. J. Robertson, production manager, are pictured above. Their parents are Mr. & Mrs. W. E. Sherwin of Shreveport, Louisiana and they are quite proud of Laura Louise (left) and Robert (right).



Spec/5 Donnell McCarter is pictured above after returning home from a tour of duty in Southeast Asia. He is the son of Mr. & Mrs. Cornelius Arline who works in the Beaumont Bldg. Services Department.



The pride of the 19th floor, L. M. "Diddy" Welch, returned for a visit recently after his retirement. He was decked out in some unusual attire and above Beth Dodge, executive secretary, inspects his "mod" tie and dress. This goes along with new Datson he purchased with his retirement gift. Mr. Welch has had numerous titles during his lifetime but some of his most recent were acquired when he went fishing with a Kentucky politician. After that trip, he was made an Honorary Page of the Kentucky House of Representatives and an Honorary Kentucky Colonel. Good luck in catching those red fish at Sabine Station.

We wish to extend our sympathy to Mrs. Joyce Crawford, local office clerk in Silsbee, on the death of her husband, Leon Crawford, on December 1, 1969.

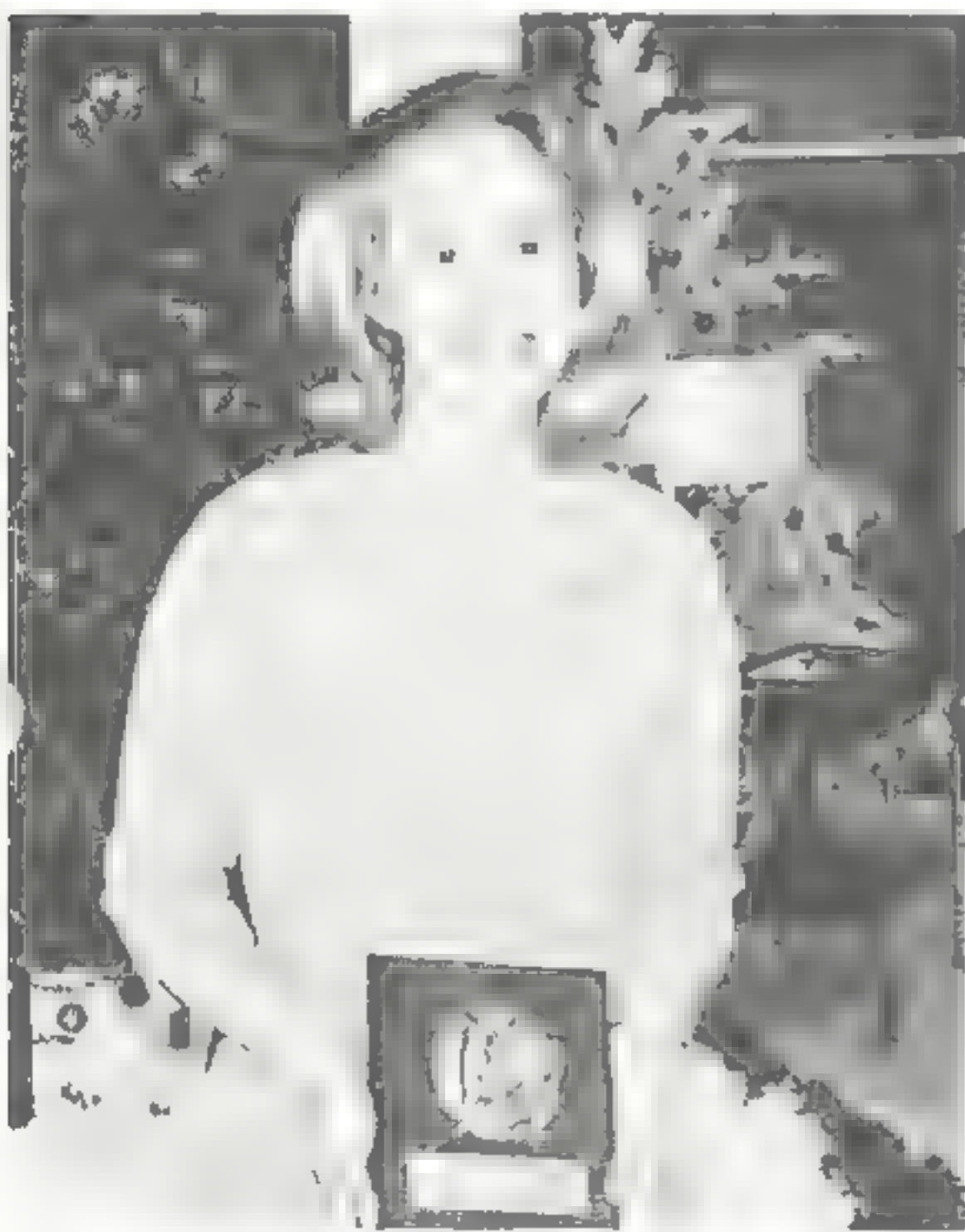
PORT ARTHUR DIV.



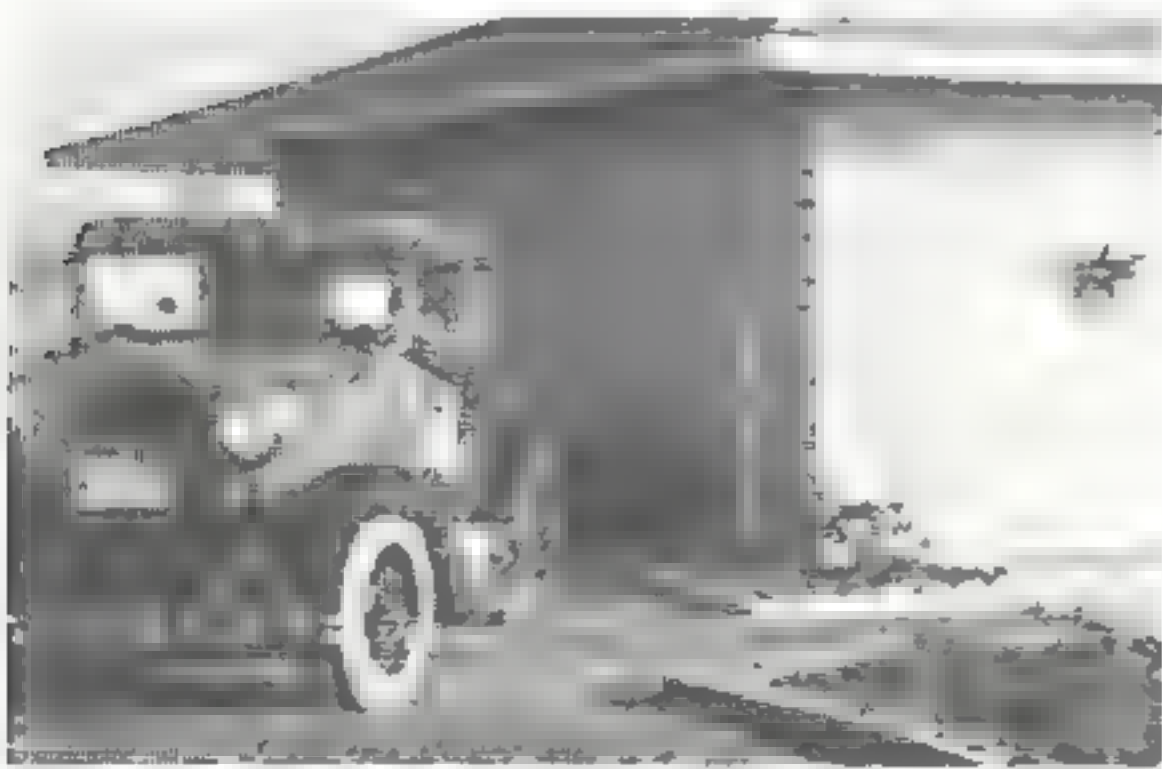
Alas, no more meters, might be the thought of Mr. Garrett L. Hagler, above, as he is surrounded by some pretty admirers at his retirement party held December 30, 1969, at the Port Arthur Service Center. He was the meter foreman in that area. The admirers in the picture are: (l-r) Mrs. Hagler, Kathryn Messina, Loraine Dunham, and Danita Haper.

WESTERN DIV.

Reports have been submitted that indicate Jim Mitzen, superintendent of Lewis Creek Station, has recreated the ole-fashion Indian Rain Dance. It seems that there has been a shortage of percipitation in the Conroe area since June of '69 when construction was completed on a temporary dam on the San Jacinto River. The dam was designed to catch rain water so it could be pumped through a 33" pipe one and one-half miles to the Lewis Creek Reservoir and used as cooling water for our new power station. Prior to the completion of the temporary dam, there were two floods but now NO rain. Mr. Mitzen has requested for volunteers to join him in his rain dance because the 1,000 acre reservoir needs to be full by August of 1970. Any volunteers?



From Orange, Joyce Wilson, pbx operator, and her husband, Mike, were named recipients of the Bridge City Jaycee's annual Christmas lighting contest in the Novelty Award category. Above Mrs. Wilson shows off her plaque and the car which won them the award is also illustrated. The car is a 1932 Chevrolet Coupe and included Santa, colored lights with tensil, packages and other wild ideas which complimented the decorations on the house.



The above photograph is one of many candid shots taken at Mr. L. M. "Diddy" Welch's retirement party held on the 20th floor auditorium. He was honored by several hundred past and present employees for his years of service with our company and retired as vice-president-Administrative Services. The picture shows Glenn Richard, Mr. Welch and his wife, Selma, during presentation of several awards and gifts.

The bell tolled

IN MEMORY

We extend our sympathy to the family and friends of:

Mr. Johnnie Johnson, T & D Department, Lake Charles, Louisiana, who died on December 5, 1969.

Mr. Michiel E. Box, Production Department, Sabine Station, Bridge City, Texas who died on December 9, 1969.

Mr. Sam H. Sharp, retired employee, who passed away on December 26, 1969.

Mrs. Thelma C. Hunnicutt, retired employee, who passed away on December 28, 1969.

Mr. W. Garland Strong, Sr., retired employee, who passed away on January 1, 1970.

Financing set by Board of Directors

A proposed \$60 million financing program was approved January 14 by our company's board of directors.

The money will be used to pay off a portion of outstanding short-term loans. The loans have been used as interim financing for various company programs, including construction projects.

The new financing program calls for the issuance and sale of \$30 million of a new series of first mortgage bonds and 1,400,000 additional shares of common stock without par value.

The bonds and common stock are to be sold at competitive bidding, with bids expected to be opened on February 19, in New York City.

The proposed financing is subject to the approval of the Federal Power Commission and the Federal Securities and Exchange Commission. President E. A. Werner presided at the meeting held in our company's headquarters building in Beaumont.

Thrift Plan

Purchases of Gulf States Utilities Company stock made by the Trustee during December, 1969, covering employee deductions and company contributions through November, 1969, were as follows:

3,108 shares of common stock at a total cost of \$68,153.18 or an average cost per share of \$21.928.

87 shares of \$4.40 Preferred stock at a cost of \$5,034.35 or an average cost per share of \$57.866.

The Trustee deposited \$25,586.08 with the Savings Department of the First Security National Bank, Beaumont, Texas.



Above the Beaumont Division becomes the recipient of an achievement award from the Edison Electric Institute for having completed over 2 million man hours without a loss time accident. Mr. Rex Lee, left, division manager, presents the award to the division through Mr. Thomas Kelly, apprentice lineman, at the Orange District safety meeting held on November 20, 1969. The award was presented through the Orange District because it has one of the best safety records of all the districts in the Beaumont Division. Mr. Ray Thompson of our Safety Department presented a program on eye safety to the employees at the meeting.

**Welcome
Aboard!**



BEAUMONT DIVISION

Administrative Services

Brenda R. Redman, Dept Clerk - Records

Treasury

Steven W. Broussard, Meter Reader

Owen L. Horn, Meter Reader

Stanley P. Benckenstein, II, Storeroom Assistant

Kenneth H. Payne, Meter Reader

Jeanette D. Warren, Admn Accountant

System Engineering

George R. Charlton, Jr., Engr Helper - Eng Des
Distribution

John R. Wynn, Helper-T&D Dept

Dempsey L. Franklin, Engr Helper - T&D Dept

Jo N. Burch, Dept Clerk - T&D Dept

Milton R. Graugnard, Assoc Engineer

PORT ARTHUR DIVISION

Distribution

Randy M. Dorsey, Helper-T&D Dept

Thomas E. Parker, Helper-T&D Dept

Linda D. Eldemire, Dept Clerk - T&D Dept

Treasury

Susan K. Briggs, Stenographer - Cust Acctg

WESTERN DIVISION

Distribution

Manuel R. Niemann, Helper - T&D Dept

BATON ROUGE DIVISION

Production

Merle P. Wentworth, Jr., Operator's Helper - La Sta

John C. D'Antoni, Operator's Helper - La Sta

Wendell K. Seal, Mechanic's Helper - La Sta

Michael J. Granier, Mechanic's Helper - La Sta

Louis M. Picou, Mechanic's Helper - W/Glen Sta

Daniel J. Hebert, Mechanic's Helper - W/Glen Sta

Gerald W. Orillion, Mechanic's Helper - W/Glen Sta

Alphonso Massey, Laborer I - W/Glen Sta

Distribution

Lonis C. Bendily, Helper-T&D Dept

Floyd M. Morris, Helper-T&D Dept

Lehman T. Owens, Helper-T&D Dept

Phillip W. Williams, Helper-T&D Dept

Robert L. Colton, Laborer I - T&D Dept

Charles F. Calcote, Engr Helper - T&D Dept

Dianne M. Darbonne, Dept Clerk - T&D Dept

Treasury

Clifford J. Dauzat, Meter Reader

Jimmy L. Austin, Meter Reader

Gwendolyn F. Archer, Clerk - Cust Acctg

Debra R. Patin, Clerk - Cust Acctg

Geralyn A. Elisar, Clerk - Cust Acctg

Carolyn A. McKenzie, Clerk - Cust Acctg

James H. Dornier, Jr., Storeroom Assistant

LAKE CHARLES DIVISION

Production

Donald J. Cabbage, Mechanic's Helper - Nelson Sta

Charles D. Aucoin, Mechanic's Helper - Nelson Sta

Distribution

David P. Trosclair, Helper-T&D Dept

Anthony Harris, Laborer I - T&D Dept

Bobby J. Guidry, Helper-T&D Dept

Theo K. Morgan, Helper

Clarence C. Chandler, Helper

Glyn J. Foreman, Helper Treasury

Glen O. Foy, Meter Reader

Judith P. Houston, Clerk - Cust Acctg

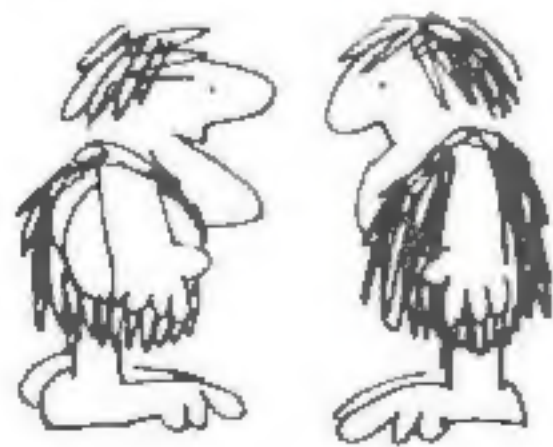
Bonnie P. Bennett, Clerk

Brenda G. Benoit, Local Office Clerk

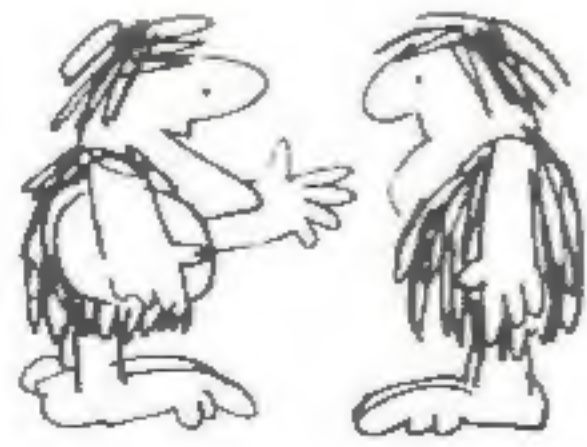
Robert Hebert, Meter Reader

dis GRUNT lings

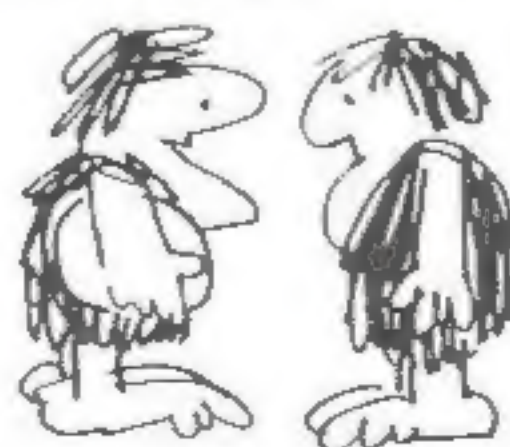
GET WITH
IT. INVENT
SOMETHING



THIS IS THE
AGE OF
MIRACLES



ANYTHING
IS POSSIBLE



C'MON NOW,
DO SOMETHING
GREAT!



MANAGEMENT SURE
EXPECTS A LOT
FROM A
CAVEMAN



DICK WILSON © 1968

OUR LAKE CHARLES COOK

Lake Charles has become the "hometown" of one of our Louisiana home service advisors. She is



Mrs. Patsy Cook. A graduate of Rustin, Louisiana high school and Louisiana Tech with a BS in Home Economics Education, she taught school in Lake Charles prior to coming to work for our company in 1967. Mrs. Cook keeps busy cooking up delightful treats and shares six of her favorites with

us this month. In her spare time, she becomes an artist. Her favorite is oil painting of wildlife and children and recently one of her paintings was selected in the top 10 of a local art show.

BROCCOLI PUFF (Like a Souffle)

One 10-oz. pkg. frozen chopped broccoli	$\frac{1}{4}$ cup mayonnaise or salad dressing
1 can cream of mushroom soup	1 beaten egg
2 oz. sharp process American cheese, shredded ($\frac{1}{2}$ cup)	$\frac{1}{4}$ cup fine dry bread crumbs
$\frac{1}{4}$ cup milk	1 Tbsp. butter or margarine, melted

Cook frozen broccoli according to package directions, omitting salt; drain thoroughly. Place broccoli cuts in 10 x 6 x 11 $\frac{1}{2}$ -inch baking dish. Stir together condensed soup and shredded cheese. Gradually add milk, mayonnaise and beaten egg to soup mixture, stirring until well blended. Pour over broccoli in baking dish. Combine bread crumbs and melted butter or margarine; sprinkle evenly over soup mixture. Bake electrically at 350°, 45 minutes, crumbs are lightly browned. May be cooked from cold start. Makes 6 servings.

PORK CHOP CASSEROLE

4 pork chops	1 bell pepper, sliced
$\frac{3}{4}$ cup rice	1 onion, sliced
1 tomato, sliced	1 can beef bouillon

Place raw rice in bottom of casserole. Brown pork chops in skillet, put rice in bottom, then replace chops. Place slice of onion, tomato and pepper ring on top of each pork chop. Pour can of beef bouillon over this. Cover casserole and bake in oven at 375° for about an hour. Add water if needed. A little salt and pepper may be added if desired.

BANANA PIE

$\frac{1}{2}$ cup sugar	$\frac{3}{4}$ Tbs. flour
$\frac{1}{3}$ tsp. salt	2 $\frac{1}{4}$ cup milk
2 $\frac{1}{2}$ Tbs. corn starch	2 eggs
1 Tbs. butter	1 tsp. vanilla

Make smooth thick paste of dry ingredients and some of milk. Add remaining milk and cook on medium, stirring constantly until thick. Beat egg yolks and add small amount of custard to them, then add this to custard. Return to heat and cook until eggs are done. Add butter and vanilla. Cool and spread over bananas. Top with whipped cream.

RICE SALAD MOLD

1 can condensed milk	2 $\frac{1}{2}$ cup cherry pie filling
$\frac{1}{4}$ cup lemon juice	$\frac{3}{4}$ cup crushed pineapple
$\frac{1}{4}$ tsp. almond extract	2 cups whip cream
1 cup rice (cooked)	1 cup pecans chopped

Mix together first 6 ingredients. Fold in whipped cream and pecans. Chill. (Freeze — IF rice is omitted)

STRAWBERRY CHEESE CAKE

Line bottom of spring form pan with graham cracker crust (about 18 crushed crackers and $\frac{3}{4}$ -1 stick butter or oleo). Cream 1 lb. Philadelphia cream cheese with 1 cup sugar. Add 3 beaten eggs, mix well, and pour into lined pan. Bake 20-40 minutes at 350° or until set. Add 1 pt. sour cream over top of cheese layer and bake another 7 minutes or until cream is set. Let cool. Meanwhile, dissolve 1 pkg. strawberry jello in 1 cup boiling water. When cool, add 1 pkg. frozen strawberries. Put strawberry mixture over sour cream layer of cheese cake. Chill overnight.

HERB BREAD

1 pkg. dry yeast	1 beaten egg
$\frac{1}{4}$ cup warm water	$\frac{1}{2}$ tsp. nutmeg
$\frac{3}{4}$ cup milk scalded	1 tsp. ground sage
2 Tbsp. sugar	2 tsp. celery seed
1 $\frac{1}{2}$ tsp. salt	3-3 $\frac{1}{2}$ cups flour
2 Tbsp. shortening	

Soften yeast in water. Combine hot milk, sugar, salt, shortening. Cool to lukewarm. Add yeast, mix well. Add egg, nutmeg, sage, seed and 2 cups of flour. Beat till smooth. Add enough flour to make soft dough. Knead. Let rise 1 $\frac{1}{2}$ hours. Bake 400°, 35-40 minutes or until brown.

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